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Sales and Marketing
MANAGEMENT

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1985 Survey Of Buying Power

Part II

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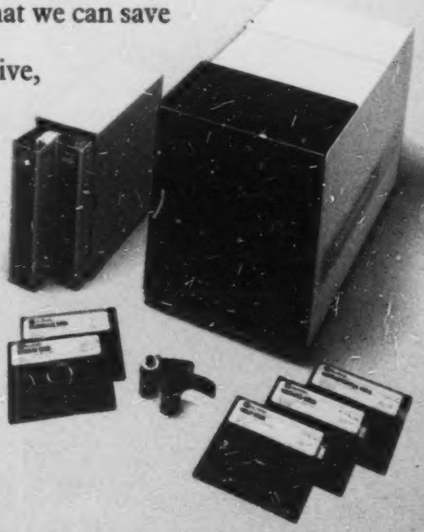

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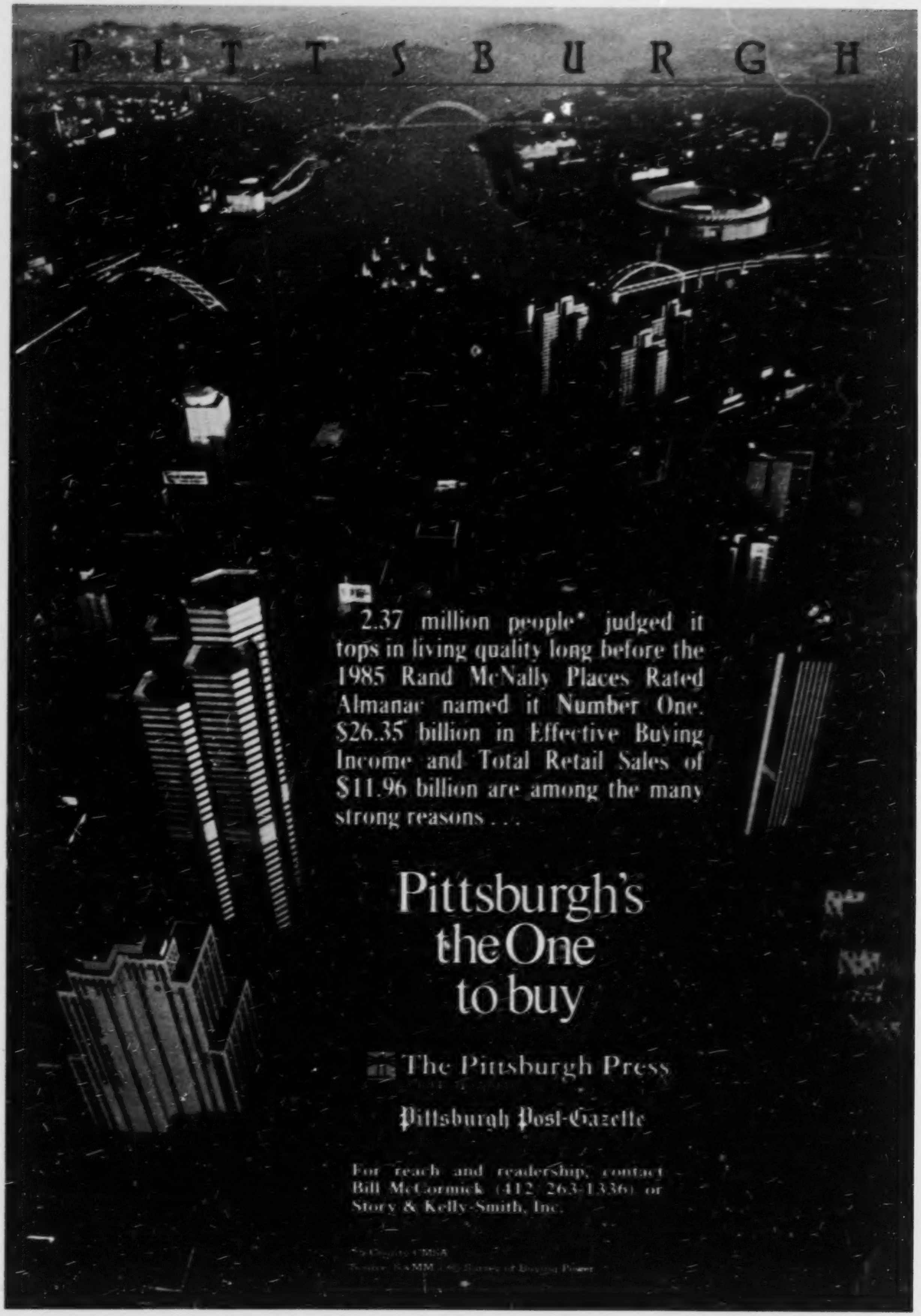

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Survey of Buying Power—Part II

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SECTION A

Sales and Marketing
MANAGEMENT

Whys and wherefores: Explaining changes in Survey data

An interview with Edward J. Spar, president of Market Statistics, by Survey editorial director, Richard Kern.

The July *Survey of Buying Power* examined the sources, methods, and reliability of *Survey* statistics. These data have been produced since 1952 by Bill Communications' Market Statistics Div., one of the oldest and most respected firms in the data business. Ed Spar, president of Market Statistics since 1971, has been instrumental in the development of demographic information as a marketing tool. In the following interview, Spar talks with *Survey* editorial director Richard Kern about the many problems inherent in the collection and dissemination of data. Much of their conversation focuses on this year's introduction of new benchmark data from the 1982 Census of Retail Trade in the calculation of the *Survey's* retail sales statistics. Some of the more often-asked questions from our readers are dealt with in-depth—especially those concerning the difficulties involved with comparing data on a year-to-year basis. Spar also discusses Market Statistics' relations with the Census Bureau, with state and local statistics organizations, and with the *Survey's* users.

S&MM: To begin with, let's talk about the Census of Retail Trade (CRT). Every five years, a new CRT is conducted, and in typical government fashion, the results aren't available until about two years later. Has this always been the case with the Bureau? Is it getting any better about speeding up this process?

Spar: That's a good question. I don't think it is getting any better about that. I had thought that it might get better—there was a large effort made—but it doesn't seem capable of getting better. There's a good group there (at the Bureau), Chuck Waite, John Berry, Bobby Russell, and Howard Hamilton, but they are also very much a part of their bureaucracy. So what happens is, every five years they find another reason why they're not going to go ahead and get the data out on time. Which is incredibly ironic when you think about the fact that if any data have a short shelf life, it's the retail trade data. They're aware of it, but I still would not want to put any money on the fact that we'll

SURVEY HIGHLIGHT

Metro market outlook through 1989

Category	1989 Projected Figure	Projected % Change 1984–89
POPULATION (Thous.)		
U.S. Total	**250,507.3**	**+ 5.1%**
Metro	191,003.1	+ 5.2
Nonmetro	59,504.2	+ 4.8
HOUSEHOLDS (Thous.)		
U.S. Total	**92,995.6**	**+ 7.0%**
Metro	71,408.3	+ 7.2
Nonmetro	21,587.3	+ 6.4
EFFECTIVE BUYING INCOME ($000)		
U.S. Total	**$4,273,985,422**	**+65.9%**
Metro	3,483,834,903	+66.8
Nonmetro	790,150,519	+62.1
AVERAGE HOUSEHOLD EBI		
U.S. Average	**$45,959**	**+55.1%**
Metro	48,788	+55.6
Nonmetro	36,603	+52.3
TOTAL RETAIL SALES ($000)		
U.S. Total	**$1,986,142,765**	**+51.6%**
Metro	1,605,410,013	+52.5
Nonmetro	380,732,752	+48.0
AVERAGE HOUSEHOLD RETAIL SALES		
U.S. Average	**$21,142**	**+41.7%**
Metro	22,482	+42.3
Nonmetro	16,710	+39.0
BUYING POWER INDEX (BPI)		
U.S. Total	**100.0000**	**N.A.**
Metro	80.5028	+ 0.5%
Nonmetro	19.4972	− 1.9

Notes: N.A.—Not Applicable. The Buying Power Index (BPI) is a weighted index that combines population, retail sales, and effective buying income and expresses it as a percentage, indicating a market's ability to buy. All BPI figures are expressed as a percentage of the U.S. total, or 100.000. Effective buying income and retail sales dollar projections are expressed in current dollars. The 1989 projections apply to the 318 S&MM metro markets as currently defined by the Office of Management and Budget (OMB), Washington, DC.

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*

*Sales & Marketing Management.

see the 1987 CRT data before 1989, no matter what the people at the Bureau say.

S&MM: Is that mostly their fault? Or are they being held up in the actual publishing of the data?

Spar: This is an argument I've had with the hierarchy down at the Economics branch of the Census Bureau for quite a number of years. They still put their emphasis on printed reports, rather than on getting the data out as soon as possible, whereas the decennial census (of population) has actually reversed this policy. They understand the need for publication. I think I remember reading that something like 200,000 pages of data are produced. But at the same time, in order to get the data out to the most people as quickly as possible, they understand the need for it in machine-readable form. I don't think this philosophy has reached the Economic Census people. I think that this is the major stumbling block.

S&MM: Is everybody in the demographic information game operating at the same advantage or disadvantage? In other words, are all the companies that are producing and selling data using Census Bureau benchmarks, or are there other ways to get data?

Spar: Well, there really aren't any other ways. I mean, when you finally get down to it, you've got to rely upon the Bureau. I cannot conceive of any other way of producing retail trade statistics other than through the benchmark data from the Bureau. One can conceivably produce population data, if you want to use list-house information or telephone

Kern: Other sources?

book information, even though I wouldn't particularly recommend it.

S&MM: What about people who use local tax data for calculating retail sales?

Spar: That's a different ball game. Those data are used to produce updates, and that's an extremely hairy situation. In the state of California, for instance, when you talk about food store sales, and you get the taxable food store sales totals, you have a little problem, and that is that most of the retail sales of food in California are not taxable. Only liquor and alcoholic beverages are taxable. So you've got to be very careful when you use that data. There are states where—as in New York state, for example—every county has its own tax structure. So when you get the data, you can't just go ahead and use this tax information for updating unless you know the relative tax structures. There are just no rules. So you can imagine the problems in terms of keeping control in this kind of situation.

S&MM: What sort of caution would you give to people who are trying to construct trend lines going out over 10 years that fall on these transitions between old and new benchmarks?

Spar: Since it's fairly obvious that the incorporation every five years of the new census information is going to cause changes in the data that have nothing to do with the trend but only with the fact that you've got a new benchmark, anyone who wants to use trend data should really use the censuses themselves. They should use the 1972, the 1977, and

Spar: Rely on the Bureau.

SURVEY HIGHLIGHT

The top 50 metro markets in 1989

Rank 1989	Metro Market	Projected 1989 Pop. (Thous.)	Projected % Change 1984–89	Rank 1984
1.	New York	8,526.2	+ 1.61%	1
2.	Los Angeles-Long Beach	8,379.6	+ 5.95	2
3.	Chicago	6,033.6	− 0.38	3
4.	Philadelphia	4,824.0	+ 1.13	4
5.	Detroit	4,312.9	− 1.08	5
6.	Boston-Lawrence-Salem-Lowell-Brockton	3,697.1	+ 0.51	6
7.	Washington, DC	3,615.1	+ 5.52	7
8.	Houston	3,529.0	+11.08	8
9.	Nassau-Suffolk, NY	2,774.3	+ 3.27	9
10.	Atlanta	2,663.6	+11.32	11
11.	Dallas	2,547.0	+13.78	13
12.	St. Louis	2,416.9	+ 0.75	10
13.	San Diego	2,336.7	+12.05	17
14.	Baltimore	2,330.9	+ 2.89	12
15.	Minneapolis-St. Paul	2,303.3	+ 3.84	14
16.	Anaheim-Santa Ana, CA	2,292.8	+ 8.99	16
17.	Pittsburgh	2,127.1	− 2.25	15
18.	Riverside-San Bernardino, CA	2,111.9	+15.69	22
19.	Tampa-St. Petersburg-Clearwater	2,074.3	+12.89	21
20.	Oakland	1,995.5	+ 6.38	18
21.	Phoenix	1,981.3	+14.13	24
22.	Miami-Hialeah	1,904.6	+ 8.47	23
23.	Newark, NJ	1,858.7	− 0.52	19
24.	Cleveland	1,814.2	− 2.47	20
25.	Denver	1,807.5	+12.36	26
26.	Seattle	1,799.8	+ 5.87	25
27.	San Francisco	1,571.8	+ 2.98	27
28.	Kansas City	1,512.1	+ 2.65	28
29.	San Jose	1,470.7	+ 6.76	31
30.	New Orleans	1,425.2	+ 6.52	32
31.	Cincinnati	1,404.4	+ 0.08	29
32.	Sacramento, CA	1,398.3	+12.55	36
33.	Milwaukee	1,381.3	− 0.69	30
34.	Norfolk-Virginia Beach	1,340.8	+ 6.34	35
35.	Forth Worth-Arlington, TX	1,324.8	+16.11	40
36.	San Antonio, TX	1,320.3	+10.88	38
37.	Columbus, OH	1,316.6	+ 2.76	33
38.	Fort Lauderdale-Hollywood, FL	1,275.1	+11.65	39
39.	Bergen-Passaic, NJ	1,269.5	− 0.91	34
40.	Indianapolis	1,232.7	+ 2.83	37
41.	Portland, OR	1,174.8	+ 2.99	41
42.	Salt Lake City-Ogden, UT	1,163.4	+12.65	43
43.	Charlotte-Gastonia-Rock Hill, NC	1,094.5	+ 6.10	44
44.	Oklahoma City	1,093.6	+12.53	47
45.	Hartford-New Britain, CT	1,070.3	+ 0.90	42
46.	Rochester, NY	1,027.5	+ 2.93	45
47.	Monmouth-Ocean, NJ	1,018.5	+ 9.25	49
48.	Orlando, FL	982.0	+17.40	58
49.	Louisville, KY	977.2	+ 0.90	48
50.	Buffalo	962.5	− 2.87	46

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*
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SURVEY HIGHLIGHTS

Tomorrow's fastest-growing markets: Anchorage's back on top

Rank	Metro Market	Projected % Growth 1984–1989	Projected 1989 Pop. (Thous.)
1.	Anchorage	26.6%	291.0
2.	Naples, FL	25.2	140.8
3.	Ocala, FL	24.7	199.1
4.	Midland, TX	24.5	130.5
5.	Fort Pierce, FL	23.0	237.6
6.	Fort Myers-Cape Coral, FL	21.2	310.6
7.	Austin, TX	20.4	790.7
8.	West Palm Beach-Boca Raton-Delray Beach, FL	19.7	849.0
9.	McAllen-Edinburg-Mission, TX	18.6	404.1
10.	Melbourne-Titusville-Palm Bay, FL	18.5	391.1
11.	Brazoria, TX	18.3	240.2
12.	Bryan-College Station, TX	17.8	131.1
13.	Odessa, TX	17.7	161.9
14.	Orlando, FL	17.4	982.0
15.	Sarasota, FL	16.6	281.8
16.	Fort Collins-Loveland, CO	16.4	203.9
17.	Laredo, TX	16.3	136.2
18.	Fort Worth-Arlington, TX	16.1	1,324.8
19.	Daytona Beach, FL	15.9	354.3
20.	Riverside-San Bernardino, CA	15.7	2,111.9
21.	Provo-Orem, UT	15.5	295.4
22.	Bradenton, FL	15.3	200.1
23.	Fort Walton Beach, FL	15.2	148.4
23.	Las Vegas	15.2	622.5
25.	Redding, CA	15.0	154.8
25.	Tyler, TX	15.0	171.3

Tomorrow's negative-growth markets: Great Lakes region still sinking

Rank	Metro Market	Projected % Loss 1984–1989	Projected 1989 Pop. (Thous.)
1.	Anderson, IN	−5.3%	126.7
2.	Niagara Falls	−4.2	210.1
3.	Benton Harbor, MI	−3.7	159.7
4.	Muncie, IN	−3.6	120.1
4.	Battle Creek, MI	−3.6	132.7
6.	Youngstown-Warren, OH	−3.1	502.4
7.	Buffalo	−2.8	962.5
8.	Eugene-Springfield, OR	−2.7	261.7
9.	Cleveland	−2.4	1,814.2
10.	Terre Haute, IN	−2.2	131.3
10.	Pittsburgh	−2.2	2,127.1
10.	Muskegon, MI	−2.2	151.2
10.	Dayton-Springfield, OH	−2.2	906.9
14.	Jackson, MI	−2.1	146.2
14.	Akron	−2.1	635.8
16.	Steubenville-Weirton, OH	−2.0	153.2
16.	Pine Bluff, AK	−2.0	88.4
16.	Beaver County, PA	−2.0	197.4
19.	South Bend-Mishawaka, IN	−1.8	233.4
19.	Elmira, NY	−1.8	94.8
19.	Cumberland, MD	−1.8	104.0
22.	Pittsfield, MA	−1.7	140.5
23.	Jersey City, NJ	−1.6	539.2
24.	Wheeling, WV	−1.5	180.3
25.	Mansfield, OH	−1.4	128.4

Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.*
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the 1982 numbers. This is the safest way of doing it because you've got three census years. One of the problems we've always had in terms of the *Survey of Buying Power* is that the estimates we make for any given year are valid for that year only. Hopefully, there is—wherever possible—some existing trend from previous years. But as soon as new data comes onstream, what happens is that all of a sudden, any county—a perfect example of this would be Casper, WY (Natrona County)—anyone looking at our data corrected for the 1982 CRT would say, "My God, you were way off." And we would be the first to say, yes, you're right. One of the reasons we were way off in Casper is that we had no retail data from the local level. We, as you're well aware, contact virtually anyone we can get our hands on to get information. It just turns out that Casper, or Natrona County, was one that—in terms of retail trade—we had never been that successful in collecting information on. That's how the game works. When you're dealing with 3,137 counties, you're not always going to be able to get all the local information. You just try your best. So what happens is you've got counties where we've had either too much or not enough growth, which shows up once we incorporate the new benchmarks. This is always going to happen in a few dozen cases.

S&MM: That seems to be true this year. Out of a random sampling of some of those metros that were overestimated during the last five years, we found that back in 1979 (the first year that the 1977 CRT benchmarks were incorporated) the figures were heavy on the plus side. Is there any sort of correlation there? Is there any reason why that would have happened in 1979, with these same metros *up* by 20 or 30 percent, and five years later they're suddenly *down* by 20 or 30 percent?

Spar: I think that's probably random. I don't think we have any kind of a linear—or even curvilinear—approach. Each county is treated on its own merit. The only thing I would say—and this is sheer guesswork—is that you're dealing with counties that did not grow as fast in the second five years as they did in the previous five years. And if we did not have enough local information, the change in population would have been used for factoring and would have had an effect on the change in retail trade. It could be a non sequitur, that's the problem. I would never want to overgeneralize—because I don't think it would hold—about any specific pattern to the data.

I also have to say here that—in terms of new benchmark adjustments—we're prepared for these every five years, and we know they're going to happen. It's not that we look forward to them, nobody looks forward to this kind of

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thing, but what we try and do is keep adjustments to a minimum, if possible. We have noticed that this time around, the number of problems is less than in any previous year.

S&MM: Looking at retail sales in-depth, this year we have some cases of flat growth, but the metros that actually showed negative growth were a bit less than 20 percent of the total of all 316 metros. Is this ratio fairly normal compared to other transitional years?

Spar: Well, as I said, we're experiencing a lot fewer questions this time around. I always find that dangerous. It doesn't necessarily mean we don't have as many problems.

S&MM: That could be true. Certainly you're not going to hear from the people who may have discovered errors in their favor. Obviously, you're not going to get many calls from people in metros that show a 20 percent gain, let's say.

Spar: Yes, but I wish we would—although you're absolutely right. I wish we would hear from them, but it's the old media problem all over again. If the numbers are high, they're happy—if they're low, they're unhappy. From our point of view, we don't really care whether it's high or low, we just care that it's right or wrong. We have no vested interest, thankfully. We just have a vested interest to get as close to the truth as possible. In our view, 20 percent too high is just as bad as 20 percent too low.

S&MM: So there may, in fact, be another 20 percent of the metros misstated at the high end that you'll never hear from.

Spar: Oh yes, there could very well be. Our feeling is that, most likely, the odds are that we don't have a statistical bias in any specific direction after all these years, and there's no reason to expect that we would. So if the number of calls has decreased, it probably means that—on average—we've done a better job. Or else what has happened is that people are just tired of calling, although we'd like to think that's not the case. I don't mean to sound cynical, but it is pretty disturbing when you realize how much data go out there and, because you've got this imprimatur—this license to publish—people blindly use the numbers. It's gratifying that you've got that kind of respect, but it's also absolutely terrifying. And as a statistician who goes around making speeches by the dozen each year saying, "beware of every number you get from everybody," still, they tend to go ahead and use them as gospel. I always shudder at the thought—that's the statistician speaking. What happens is, people don't tend to think of these numbers

Kern: Where do you draw the line?

SURVEY HIGHLIGHT

Vying for dollars: The biggest ADIs and how they rate

ADI	Population (Thous.)	Rank	Households (Thous.)	Rank	EBI ($000)	Rank	Total Retail Sales ($000)	Rank
New York	16,243.9	1	6,756.1	1	$235,835,709	1	$99,490,745	1
Los Angeles	12,358.0	2	4,455.8	2	150,932,145	2	74,286,011	2
Chicago	8,493.3	3	3,034.4	3	102,624,275	3	45,027,908	3
Philadelphia	7,258.6	4	2,654.7	4	83,140,167	4	40,751,217	4
Boston	5,469.5	5	2,017.0	6	68,793,523	6	37,060,628	5
San Francisco	5,382.4	6	2,080.6	5	75,717,503	5	35,969,260	6
Detroit	4,629.8	7	1,674.3	7	53,052,652	8	25,063,702	9
Washington, DC	4,134.3	8	1,512.3	8	57,081,546	7	25,894,683	8
Dallas-Fort Worth	4,111.5	9	1,511.2	9	49,465,108	9	26,087,643	7
Houston	3,927.7	10	1,397.8	11	47,895,179	10	24,514,478	10
Cleveland	3,801.0	11	1,408.3	10	40,662,844	11	20,112,305	12
Pittsburgh	3,322.5	12	1,254.7	12	34,961,876	14	15,780,093	18
Atlanta	3,189.1	13	1,150.3	16	34,759,995	15	18,553,080	14
Minneapolis-St. Paul	3,182.1	14	1,164.4	14	37,748,910	12	19,658,122	13
Seattle-Tacoma	3,070.4	15	1,198.5	13	36,675,051	13	17,664,053	15
Miami	2,967.0	16	1,159.6	15	33,986,306	16	20,558,008	11
St. Louis	2,890.8	17	1,043.6	17	31,642,663	17	16,164,733	17
Denver	2,578.8	18	1,004.2	19	31,454,927	18	16,827,939	16
Tampa-St. Petersburg	2,541.0	19	1,036.0	18	26,813,168	20	14,723,206	19
Sacramento-Stockton	2,435.9	20	921.4	20	26,230,752	21	13,163,266	22
Baltimore	2,429.2	21	874.6	21	25,698,240	22	13,710,370	20
Indianapolis	2,291.7	22	829.3	22	23,640,723	24	12,931,299	23
Hartford-New Haven, CT	2,241.8	23	817.9	24	29,830,886	19	13,475,588	21
Phoenix	2,178.5	24	826.1	23	22,516,154	25	12,544,914	24
Portland, OR	2,101.9	25	802.2	25	22,018,022	26	11,085,670	28

Source: Sales & Marketing Management's 1985 Survey of Buying Power—Part II.
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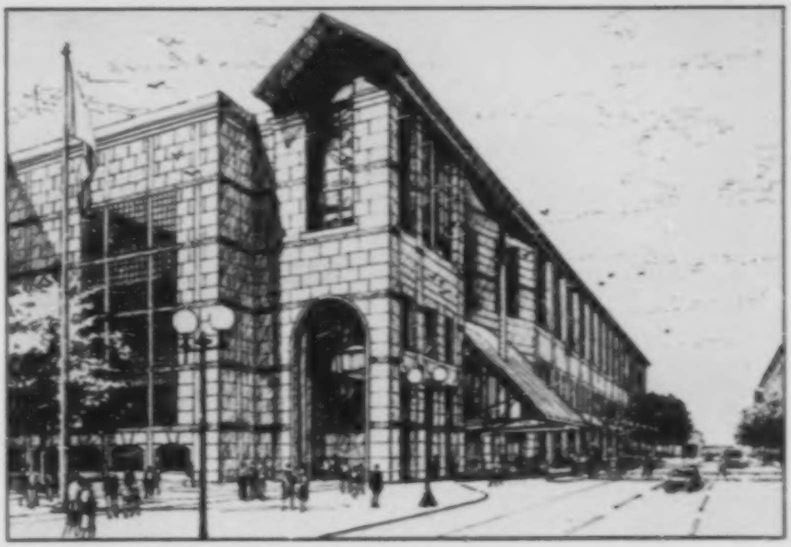

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as estimates, they tend to think of them as the real thing.

S&MM: That being the case, why is everyone these days so hot on claiming that they have "the most reliable data," or "the only data." Where's the line between fact and fiction?

Spar: That's a good question. I would think that the proper ways to evaluate data are twofold. Number one, you ask them "How did you do it? Take it step by step and show me how you did it—even if it has blemishes." The estimating business is really a very art-oriented business. It's as much an art as it is a science. I sometimes wonder if the word science is even applicable for some of the things that are produced, because you really have to massage the data by hand. It *is* a science in the sense that you have to have expertise, but it's an art in the sense that you have to have a very strong sense of the motion of the data.

The second thing that you've got to do is you've got to ask some people for some benchmarks. Ask them to show you their 1980 census *estimates* vs. the 1980 census *actuals*. In our data, for instance, we had a median error of 3.4 percent, which is pretty good. That's really about all you can do. The problem is that people don't want to ask those kinds of questions. People tend to shop on price and on promises. It takes a lot of intellectual fortitude to sit down and confront somebody—to say, "Show me."

S&MM: As far as changing benchmarks go, when this happens, are we making people aware enough that this is occurring every five years or every ten years? Are we doing enough in the way of visible explanations, or are a lot of people simply missing the information that we do provide? Do you feel it's our job to make sure people are aware when changes are made?

Spar: I think it is. I would think that in the future it would be a good idea. I don't think it has to be put in the negative. I think it should be put in the positive—and we do put it in the positive—but I think maybe a little bit more of the old S&MM red type might be in order to make it more visible. To utilize that brush

SURVEY HIGHLIGHT

The most affluent markets of 1989: Bridgeport-Stamford topples Long Island

1989 Rank	Metro Market	1989 Projected EBI Per Household	% Increase 1984–89
1.	Bridgeport-Stamford-Norwalk-Danbury, CT	$72,725	55.95%
2.	Nassau-Suffolk, NY	69,986	56.88
3.	Lake County, IL	69,520	59.88
4.	Grand Forks, ND	68,559	68.88
5.	San Jose, CA	64,123	57.01
6.	Washington, DC	63,419	56.40
7.	Bergen-Passaic, NJ	63,037	55.96
8.	Middlesex-Somerset-Hunterdon, NJ	62,919	53.93
9.	Midland, TX	62,191	56.73
10.	Anaheim-Santa Ana, CA	61,561	55.24
11.	Oxnard-Ventura, CA	59,852	57.49
12.	Newark, NJ	59,795	56.50
13.	Wichita, KS	59,584	64.06
14.	Minneapolis-St. Paul, MN	58,472	65.16
15.	Brazoria, TX	58,397	55.88
16.	Anchorage, AK	58,395	39.77
17.	Lincoln, NE	57,980	68.28
18.	Honolulu, HI	57,919	55.75
19.	Monmouth-Ocean, NJ	57,857	58.37
20.	New London-Norwich, CT	57,563	58.01
21.	Omaha, NE	57,309	68.60
22.	Trenton, NJ	57,182	55.47
23.	San Francisco, CA	56,883	55.20
24.	Hartford-New Britain-Middletown-Bristol, CT	56,711	53.47
25.	Richland-Kennewick-Pasco, WA	56,575	65.17
26.	Topeka, KS	56,128	63.05
27.	Seattle, WA	55,769	63.84
28.	New Haven-Waterbury-Meriden, CT	55,743	56.54
29.	Rochester, MN	55,609	64.62
30.	Kenosha, WI	55,454	69.52
31.	Boston-Lawrence-Salem-Lowell-Brockton, MA	55,365	55.90
32.	Kalamazoo, MI	55,322	70.68
33.	Poughkeepsie, NY	54,820	52.96
34.	Oakland, CA	54,758	54.85
35.	Wilmington, DE	54,636	60.98
36.	Chicago, IL	54,579	60.28
37.	Manchester-Nashua, NH	54,501	58.84
38.	Dallas, TX	54,432	56.98
39.	Aurora-Elgin, IL	54,419	54.57
40.	Portsmouth-Dover-Rochester, NH	54,260	60.32
41.	Ann Arbor, MI	53,996	60.99
42.	Bloomington-Normal, IL	53,669	63.23
43.	Peoria, IL	53,501	60.44
44.	Sioux Falls, SD	53,494	61.81
45.	Columbia, MO	53,346	66.89
46.	Grand Rapids, MI	52,869	68.69
47.	Lansing-East Lansing, MI	52,743	64.47
48.	Fort Worth-Arlington, TX	52,713	57.69
49.	Santa Cruz, CA	52,672	57.71
50.	Denver, CO	52,664	58.03
	U.S. Average	**$45,959**	**55.05%**

Source: Sales & Marketing Management's 1985 *Survey of Buying Power—Part II.*

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stroke and say, "There are going to be changes. We're not trying to explain them away, but many of you use this for trend data, and when you take a look at this you may have some strange bumps. This is what has happened."

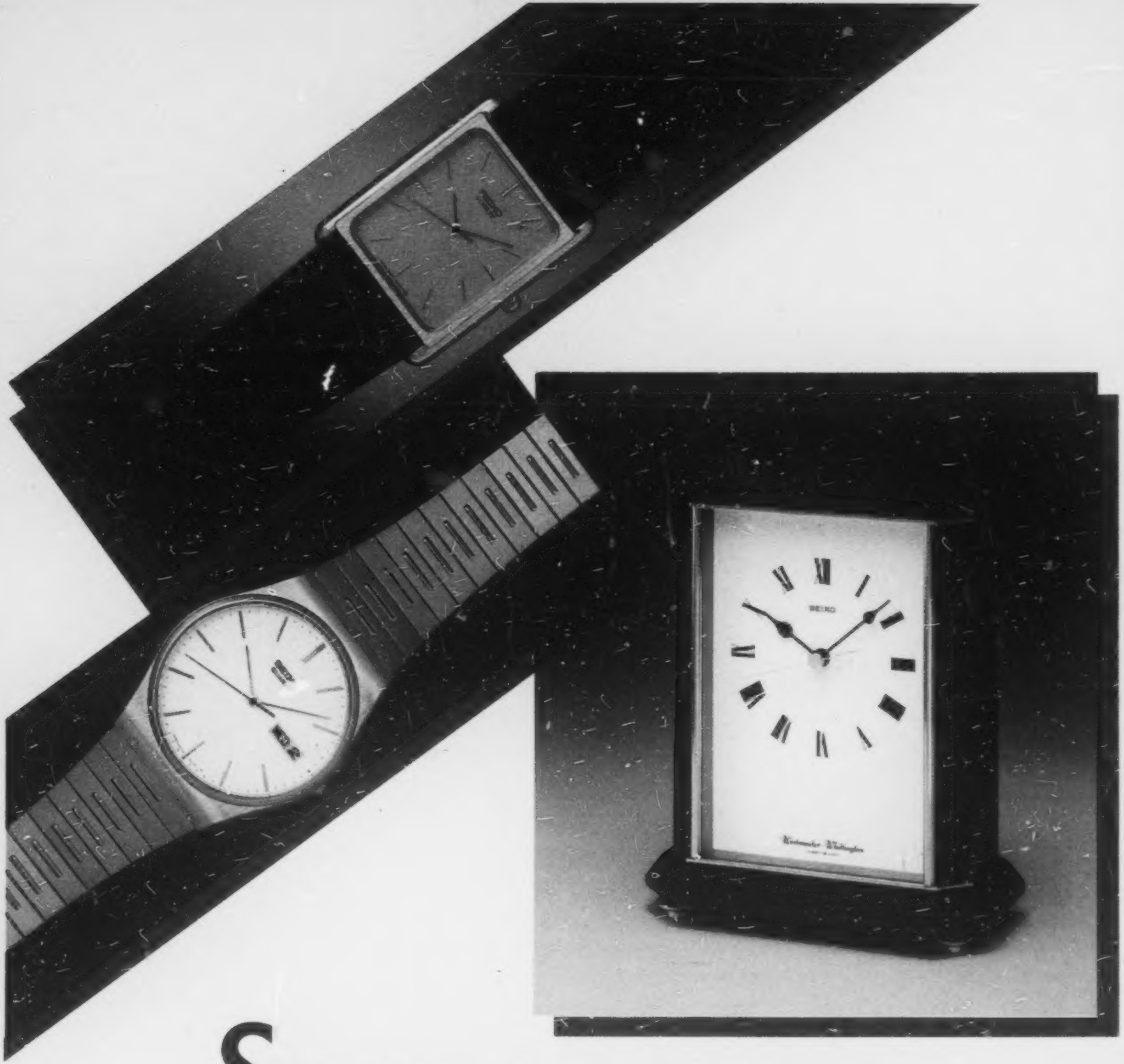
S&MM: In talking about bumps or blips in trend lines, what should people do to make their trend lines make sense? Should they footnote? Should they be using data that fall across different benchmarks?

Spar: You mean in their own reports? No, they shouldn't do it at all. They should not be making trends (over benchmarks). You have to chop off the line at that point. If you want to make a trend, as I said before, either go back to the 1985 *Survey*, which is at least based upon an immediate census (the 1982 CRT), or go back to the census itself as a benchmark. Any analyst realizes that you have to have comparable data. Once you throw a new benchmark in there, your data are no longer comparable to the previous year.

S&MM: But isn't the nature of your estimating procedure the fact that it's based on the previous year's data?

Spar: To some degree. But then again I can see us putting in 3,137 footnotes saying "*this* county is based upon previous data, *this* county is based on new EBI data, *this* county is based on new retail trade tax data, etc.," so that you'd know which counties you could *really* compare to the previous year and which ones you *couldn't* compare to the previous year. Technically speaking, it probably wouldn't be a bad idea, and I suppose way down the road when we no longer have books and everything's on a laser disk or some other machine-readable format, it would be nice and easy to put all of these footnotes in there and they'll all come popping up on the screen. But we made a decision somewhere back around 1975 to cease and desist in terms of footnotes because the footnotes were starting to become more pervasive than the data.

S&MM: So what do you say to the guy at the Chamber of Commerce in Boise, for example, who picks up this year's *Survey* and finds that



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there's been a 30 percent drop in his total retail sales between 1983 and 1984?

Spar: Well, the first thing we say is we blew it. The next thing we say is that, obviously the data we were using to growth Boise was inaccurate. We've got to go back and see what we did, we're going to analyze it, and now we're going to be very honest with you. Since the data are inaccurate, we need your help. We've got to forget the past and worry about the future. You folks in Boise, what have you got to help us out here? Let me tell you what we could use. And here, let me go back to the Casper situation. They were very helpful, and now we are in contact with them and we'll be getting retail trade tax information from them on a yearly basis.

S&MM: Just how much do you make use of local sources vs. the Census Bureau?

Spar: Well, the Census Bureau is only good for data every five years (in terms of retail trade statistics).

S&MM: What about the Monthly Estimates of Retail Trade from the Commerce Department?

Spar: Yes, we use them, but down at the local level you've got to have more. They give you data on a handful of metro areas and that's it. So you're really cut down in terms of retail trade statistics and you have to rely upon local data. There's a real dearth of this information that's readily available, everything else you've really got to go scurrying after. But, of course, that's our job. I'm not trying to make it sound like, "Oh, poor us." We're paid to do that. But the truth of the matter is, sometimes data aren't easy to find. You really have to go digging. And again, when you're dealing with as many counties as we are, what happens is you don't necessarily dig unless there's a problem. I mean, we're all human. So say that you have some small county like Missoula, MT, another favorite example of mine. To give you an idea of the oddities of oddities, in the 1982 *Survey of Buying Power* we made a fascinating error for Missoula in terms of population, where the population figure was too high. This year we got a call about a day before we were going to press on the 1985 *Survey* from the local newspaper in Missoula saying that our population figure was off by 4,000 people. Well, I was in a state of shock. And you can imagine that the production department was in more of a state of shock when I said, "Stop, I want to take a look at it," because my rule of thumb has always been that any specific problem that we know about has been put to bed by print time. And I have never violated that rule. The data are the best they can possibly be. I guess I'm known to

Spar: A dearth of information.

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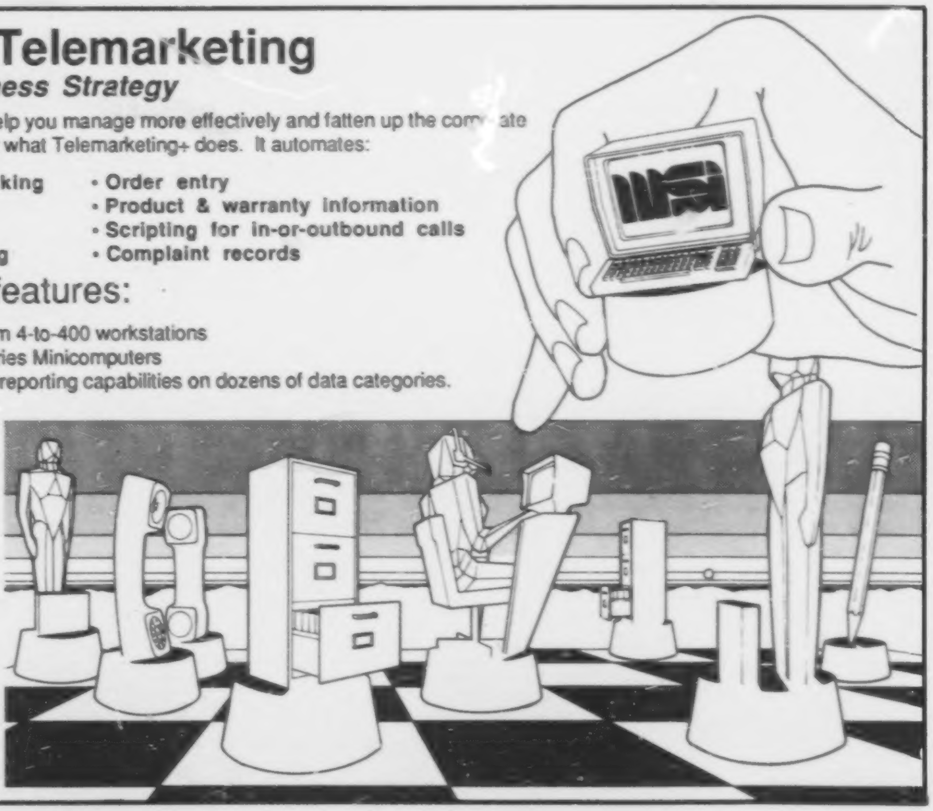

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be somewhat of a lunatic about that. Anything else to me is intellectual dishonesty.

So we checked, and I called them back and said, "Guess what? You're right! And guess what? We're going to change it." Well, there's a stunned silence, and then on the other end of the line they said, "You mean you'd do that for us?" To which I responded with what I thought was one of my best lines. I said, "Missoula is just as important as Los Angeles." And it is! We now have a friend in Missoula.

S&MM: Speaking of local information, what are your sources for data on the state and county level? Are you contacting Chambers of Commerce? Are there state statistics organizations?

Spar: Yes. Chambers of Commerce don't do you much good in terms of statistics, but they'll tell you the openings and closings of plants, the openings of shopping centers, and you can also use shopping center directories for that, which of course we do. But when you're looking for a specific number to use for a growth factor, you've got to rely upon such things as state tax collection information or county information. So you can see where—in terms of retail trade—the secondary-source information that we use for updating is softer than it is for population. You might get some retail tax data one year, and then—because of budget cuts at the state level—you won't get it for the next year. Then they may reinstitute it for the following year. By that time, some tax-rate changes might have taken place. I mean, you never know year to year what's going to happen in any given area. One year they're going to give it to you on microfiche, the next year on computer tape, and the third year on toilet paper.

S&MM: As far as the Bureau goes, how is it at providing estimates in intercensal years? Has it been doing this only recently, or has it been at this for a while?

Spar: As an outgrowth of the Revenue Sharing Act in the early 1970s—in typical Congressional fashion—the Bureau of the Census was told that it must produce intercensal estimates of population at the county level and below. It's been doing this since 1972 and, by the way, the Bureau is quite good at this, let me just say that. It used to be a function of revenue sharing, but revenue sharing, as you know, is just about to end. But now that this is a part of the Bureau's regular routine, I do hope that it will keep on doing it. The city estimates—the small area estimates—because of budget cuts, are only done every other year rather than every year, however, which is a shame.

S&MM: Getting back to the *Survey's* estimates, when you get a major *increase* in the figures, not many people are going to take the time to ask why. But when you show little or no growth, everybody immediately raises questions as to the realiability and integrity of the *Survey* data. So what do you tell someone who wants to know—as a number of people have—what you're going to do about repairing

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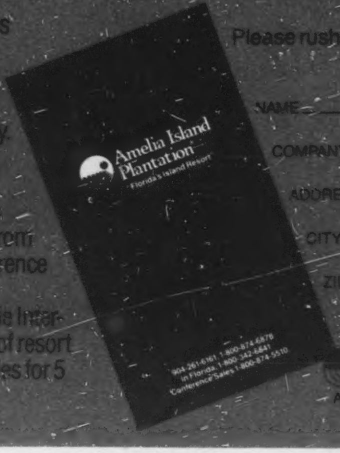

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the damage that's been done to their metro area?

Spar: Well, I don't think that the metro has really been damaged.

S&MM: But a lot of the people who call up are afraid that marketers are going to look at these numbers and make erroneous assumptions based on them.

Spar: Well, marketers are smarter than that. Marketers are not dopes. They are usually intelligent enough to understand that if you have a big shift like they had in the Roanoke, VA, metro in this year's *Survey*, you didn't actually have a depression in Roanoke in 1984. There's no way that retail sales would be down by more than 12 percent. It just doesn't happen. People know that. Usually the first thing that you'll discover is that people will say, "My God, what happened to the data? There's something wrong with these data." And indeed, in this case there is. That's the approach to this. The idea is to do a better job next time. But I don't really think that a market is going to be harmed (by data problems). I think what happens is that people will factor the new data into their plans. And I've yet to see a marketing plan or a media plan that's based upon one number. That kind of situation is just fiction.

S&MM: So fears like this are pretty much unfounded?

Spar: Well, they have every right to be upset, because most likely they are going to be presenting the market to an agency based upon these data. And now all of a sudden they have to come up with a new story. But there are a lot of stories. There's no market that I've ever seen in the United States that doesn't have a story.

S&MM: So what are some of their other options?

Spar: I don't think I can answer that. Not because I'm afraid to, but because the answers are just too complex. There are stories in terms of age, in terms of income, in terms of retail trade. . . .

S&MM: That's what we're getting at. Could the people at the local level go somewhere else for different data? Could they get numbers that would be any more favorable?

Spar: I doubt it, because the data they've got right now—and by the way, when you say "more favorable," let's give them the benefit of the doubt and assume they're looking for the truth—the data they've got are for the most part reliable. And when they're not, we do our very best to improve. And that's the bottom line. It's our job—and one we take very seriously—to improve continuously on what we do.

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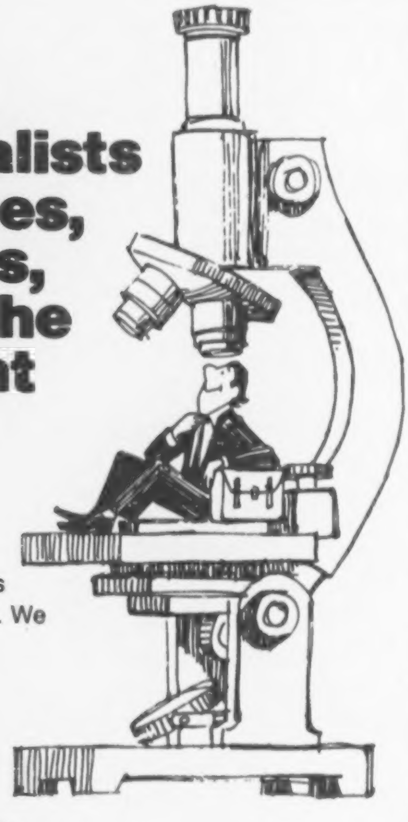

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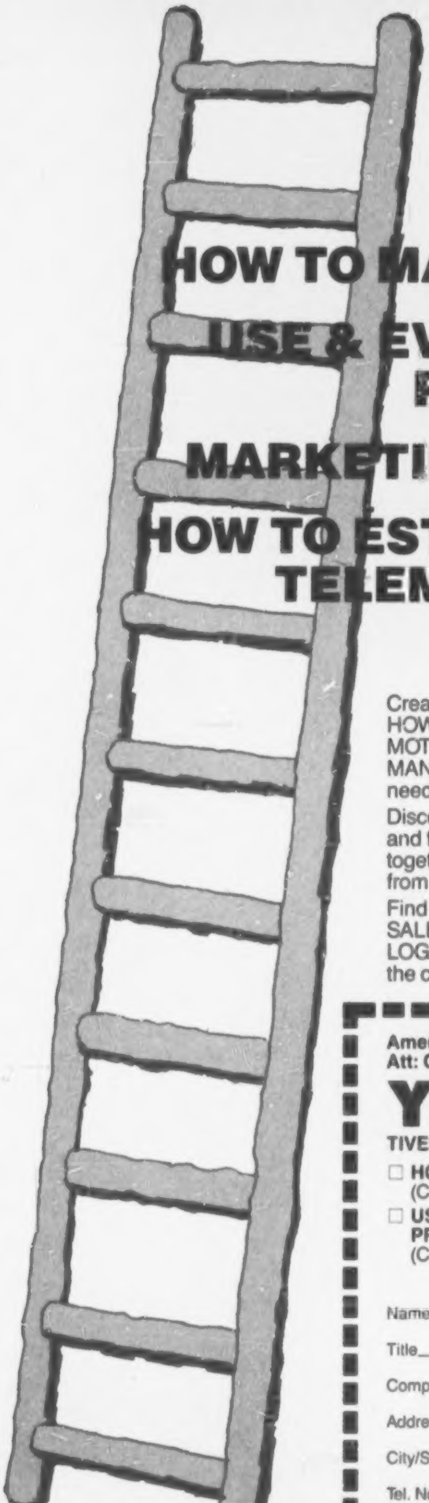

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- ☐ **MARKETING COMMUNICATIONS** (Course #5280XSMF)
- ☐ **HOW TO ESTABLISH & MANAGE THE TELEMARKETING-SALES OPERATION** (Course #5588XSMF)

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Company____________________

Address____________________

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Tel. No. (   )____________________

5-6082

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SBP-II: Redrawing the boundaries

Cities, counties, metros. The traditional boundaries that define markets. These geographic standards imposed on urban, suburban, and rural areas are the "glue of continuity" essential to market planning. Without such a system, the facts and figures collected by the Census Bureau and others would mean very little. The need for a set of uniform guidelines is paramount.

Using the county as the basic geographic building block, the metropolitan area system allows us to make comparisons of markets (which are actually groups of counties). Their relative size, their buying power, and their spending habits can be easily charted against this kind of framework. It is also a very flexible system that allows the geopolitical boundaries that counties supply to be reshuffled, as populations shift and cities spread, causing changes in the degree of urbanization in a given area. But what about markets that don't necessarily conform to the neat, precise lines that counties provide? In today's marketing climate, the more nebulous reach of broadcast signals or print media coverage presents a different kind of problem. How then do we deal with these less well-defined boundaries?

S&MM's July *Survey of Buying Power*, with its firm base in metro and county geography, has provided annual statistics on population, income, and retail sales for more than half a century. One of the *Survey*'s most useful and durable qualities is its adherence to this geographic system. On the other hand, specialized markets, such as Arbitron's Areas of Dominant Influence (ADIs) or the Audit Bureau of Circulation's newspaper markets,

SURVEY HIGHLIGHT

Retail sales outlook: 1985–87

Store Category	Total Retail Sales ($ Bil.) 1985	1986	1987	% Change 1984–85	1985–86	1986–87
DURABLES	**$505.9**	**$524.3**	**$560.3**	**9.3%**	**3.6%**	**6.9%**
Building supplies	**72.0**	**77.2**	**82.2**	**5.0**	**7.2**	**6.5**
Bldg. materials & paint	52.9	57.2	60.4	6.5	8.1	5.6
Hardware	9.9	10.3	11.3	4.3	4.2	9.1
Nurseries & garden supplies	9.1	9.6	10.4	−2.2	5.6	8.8
Automotive	**308.7**	**318.9**	**340.3**	**11.6**	**3.3**	**6.7**
Automotive dealers	283.7	293.7	314.1	12.4	3.5	7.0
Auto & home supplies	25.0	25.2	26.2	2.8	0.7	4.1
Furniture & appliances	**68.4**	**69.6**	**72.8**	**8.1**	**1.7**	**4.5**
Furniture, rugs & curtains	36.3	37.2	39.0	3.6	2.4	5.1
Appliances, TV, & radio	27.1	27.4	28.5	13.9	0.9	4.0
Misc. furniture	5.0	5.1	5.2	12.7	1.0	3.8
Misc. durables	**56.8**	**58.7**	**65.1**	**4.2**	**3.3**	**10.9**
NONDURABLES	**$862.9**	**$891.7**	**$934.7**	**3.9%**	**3.3%**	**4.8%**
General merchandise	**159.4**	**163.6**	**173.9**	**4.4**	**2.7**	**6.3**
Department stores	133.9	137.7	146.3	4.3	2.8	6.2
Variety stores	9.0	9.2	9.8	−0.8	2.2	7.0
Other general merchandise	16.4	16.7	17.8	8.4	1.6	6.7
Food stores	**279.8**	**288.7**	**303.0**	**3.7**	**3.2**	**5.0**
Gasoline stations	**102.7**	**101.3**	**98.5**	**1.8**	**−1.4**	**−2.7**
Apparel	**70.2**	**71.7**	**75.6**	**5.5**	**2.1**	**5.5**
Men's apparel	8.4	8.5	9.1	0.2	1.8	7.2
Women's apparel	29.2	29.8	31.3	5.1	2.1	4.9
Shoe stores	11.0	11.3	12.0	6.7	2.6	6.1
Misc. apparel	21.6	22.0	23.2	7.6	2.0	5.4
Eating & drinking places	**131.5**	**140.7**	**150.0**	**6.1**	**7.0**	**6.6**
Drug stores	**47.0**	**49.0**	**52.4**	**6.6**	**4.4**	**6.8**
Liquor stores	**19.3**	**20.0**	**20.9**	**−0.9**	**3.4**	**4.5**
Misc. nondurables	**53.2**	**56.8**	**60.3**	**−0.7**	**6.9**	**6.2**
TOTAL RETAIL SALES	**$1,368.9**	**$1,416.0**	**$1,495.0**	**5.8%**	**3.4%**	**5.6%**

Notes: Unless otherwise indicated, % Change figures show *increases* in sales. Details may not add to totals due to rounding.
Source: Data Resources, Inc., Consumer Economics Div.
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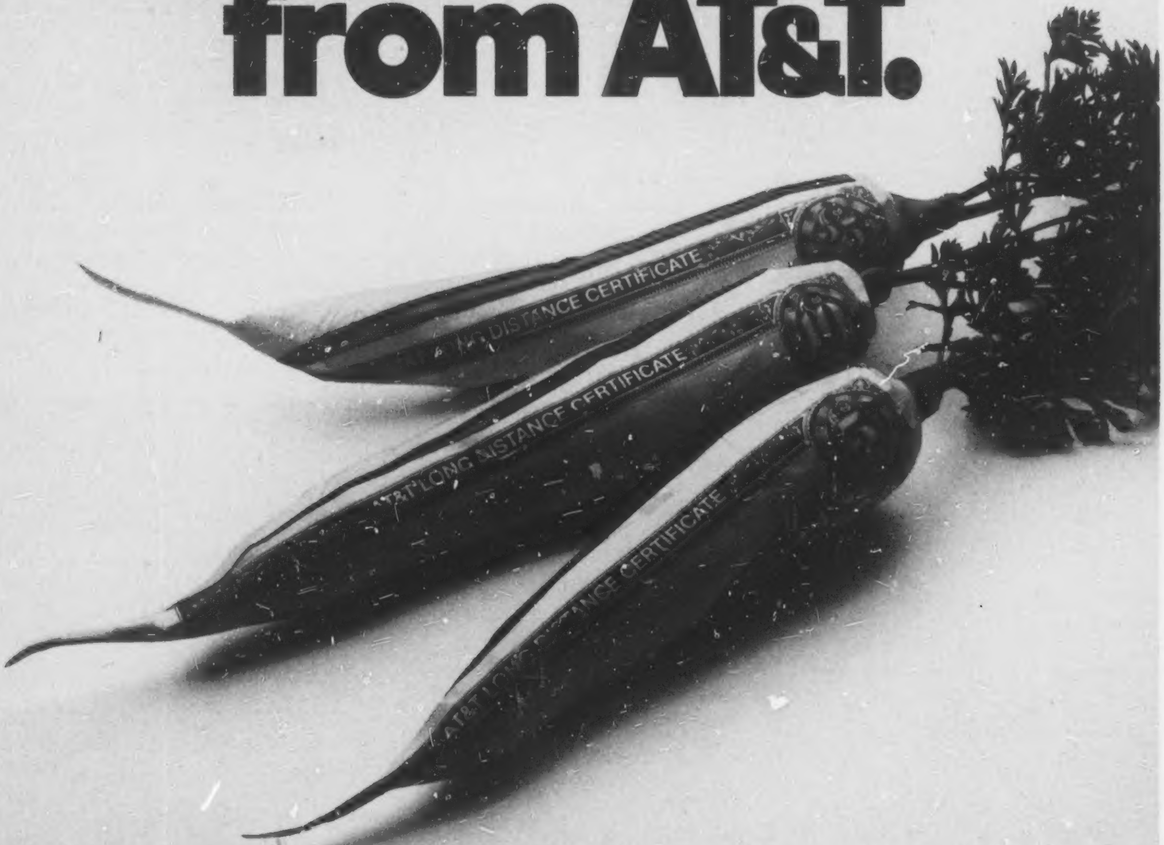
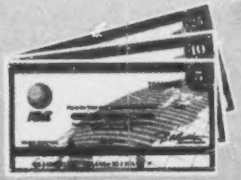
Fresh carrots from AT&T.


AT&T LONG DISTANCE CERTIFICATE
AT&T LONG DISTANCE CERTIFICATE
AT&T LONG DISTANCE CERTIFICATE



AT&T Long Distance Certificates. A novel way to motivate people.

As an incentive or a premium, AT&T Long Distance Certificates have a lot more going for them than freshness and novelty.

They're suitable for anyone who uses a phone. They come in $2, $3, $5, $10, $25, and $100 denominations. They can be customized to fit your specifications. And they're easy to order, distribute, and inventory.

If you have an appetite for fresh carrots or more information, call **1 800 222-7747, Ext. 525.** We'll be glad to serve you.

AT&T
The right choice.

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have, for their individual industries, emerged as a more usable alternative to the metro/county system, which was a bit too inflexible for measuring the reach of these kinds of services.

Another alternative geography that has recently come into its own as a system for reporting demographic information is the Postal Service's Zip Code designations. These areas, as opposed to ADIs or newspaper markets, are smaller than metros, which allows marketers to further subdivide counties, or even cities and towns, isolating individual characteristics that fit their highly specific profiles.

In order to properly address these alternative geographies and their statistics, S&MM created its *Survey of Buying Power - Part II* in 1973. In addition to data on ADIs and newspaper markets, the *SBP-II* provides a five-year projection for all metros and metro counties, as well as rankings on individual merchandise line sales, and—since 1983—a profile of Zip Code data available from Bill Communications' Market Statistics Div. In other words, all of the various bits and pieces of data that don't follow a strict metro/county format are collected in this volume, for use by marketers who need more specialized information in terms of specific products, media coverage, market planning, or any of the other myriad uses our readers might have.

In the following pages, an explanation of each of the *SBP-II*'s sections tells you a little more about the specialized applications of the data and how to use them to your ultimate advantage.

Section B: Merchandise Line Sales

The *SBP-II*'s merchandise line sales data, which are current estimates of metro market expenditures in seven specific product categories, help marketers to refine their strategies with information on their particular

HOME CENTER MAGAZINE
VANCE PUBLISHING CORPORATION

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Circle No. 106 on Reader Service Card

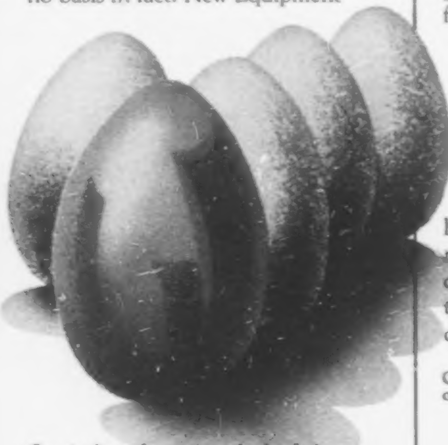
How to prove advertising works

Exclusive New Equipment Digest research of over 12 million advertising sales leads provides interesting new insights into advertising effectiveness.

It seems very fair to us that, since you invest in advertising to improve profits, you should be able to prove the value of your program to your boss. As the magazine which generates more industrial advertising sales leads than any other monthly publication, we're in a unique position to offer you just such proof.

The relationship between sales leads and profits

The myth of the "literature collector" is easy to believe in, but has no basis in fact. New Equipment Digest has conducted over 1200 Inquiry Follow-Up Studies over the last 15 years. We've researched large ads and small ads. Ads with free offers and ads without. Ads for companies selling every imaginable industrial product.



One in five advertising sales leads from N.E.D. turn into a sale of the advertised product.

Amazingly, the average conversion ratio remains constant…*20.1% of all N.E.D. sales leads result in sale of the advertised product.* Further, an additional 16.2% purchased a competitive product, and a whopping 49.2% were still considering purchase. Fully 85.5% of all people who send for information on products advertised in New Equipment Digest do so with an expectation to purchase. Your boss would call them "potential customers".

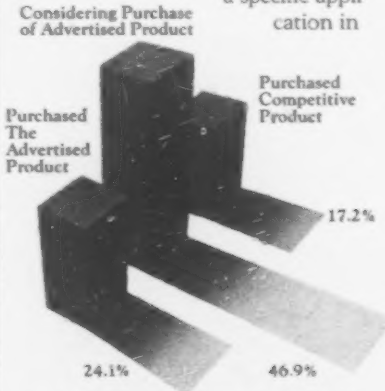
How many sales leads should you expect

These same Reader Action Reports show all products are not created equal in terms of inquiry generation. For instance, ads studied for electronic timers generated an average of 253 sales leads per ad, while those for fluid power connectors pulled an average of 115.

We can also tell you that, on the average, 84.4% of the inquirers to electrical/electronic ads got the information they requested. 14.5% heard from a salesman. 77.2% had never seen a salesman from that company before. 24.1% purchased the advertised product. 17.2% purchased from a competitor. 76.2% had a specific application in mind. And, 57.6% didn't know the company made that product before seeing the ad.

Any other questions?

We have valuable statistics like these on over 550 products sold to industrial markets. They provide excellent measurement to gauge your own advertising success.



Studies of over 25,000 N.E.D. sales leads generated for electrical and electronic products show the value advertisers in this product category can expect to receive.

What should you expect from a publication?

Above all else, you should expect to know the value of what you're buying. We can tell you there are over 204,000 N.E.D. readers in 74,000 plants, nationwide. And, that they are located in every manufacturing SIC. But, if you really want to convince your boss of your wisdom, talk about the 12 million advertising sales leads that prove it works.

New Equipment Digest
Energy Saved

Should you want the proof in your hands, simply call your New Equipment Digest sales representative today.

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The Magazine Of American Innovation

New Equipment Digest • A **Penton** Publication • 1111 Chester Avenue, Cleveland, Ohio 44114 • (216) 696-7000

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Use our data to improve your sales and marketing decisions.

YOU NEED THE MOST ACCURATE DATA AVAILABLE.

We're Market Statistics, producer of The Survey of Buying Power. And we're the most reliable, most often quoted private source of demographic, economic, and retail sales information in the USA.

OUR CLIENTS PROVE OUR ACCURACY.

We're the official suppliers to the Arbitron Ratings Company, Rand McNally, Audit Bureau of Circulation, and A.C. Nielsen Company. And we're the *only* firm that has been publicly audited—and approved—by the Broadcast Rating Council.

HOW TO USE THE DATA.

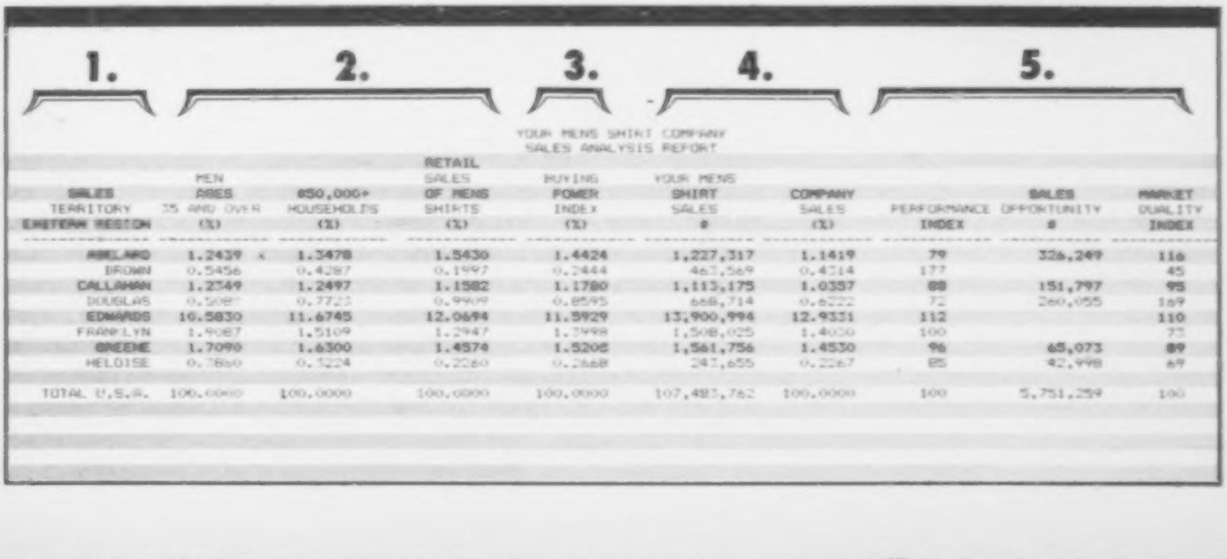
Evaluate sales territories or sales people . . . set sales quotas . . . analyze marketing strategies and advertising budgets . . . quantify lost or potential added revenues.

How can you accomplish these goals? By learning what percentage of your sales should be coming from each market.

With your help, we first quantify the factors (population, income, and retail sales) that influence the sale of your product. Then we decide *how much* each factor influences the sale, give it a score or "weight," and combine the factors into one composite index. This represents the strength you should have in a market. Finally, we compare the index to your actual sales to see where you are stronger or weaker than expected.

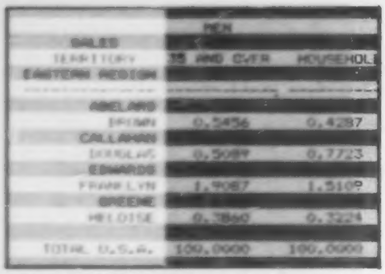
Of course, if you need data alone, we can supply it in any tape or print format you require.

TO READ A REPORT, JUST FOLLOW THE NUMBERS.



YOUR MENS SHIRT COMPANY
SALES ANALYSIS REPORT

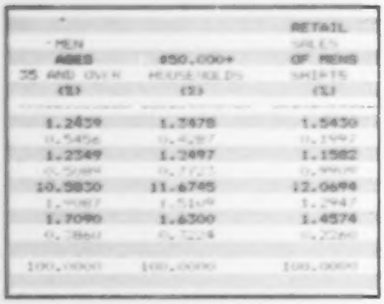
SALES TERRITORY EASTERN REGION	MEN AGES 35 AND OVER (%)	$50,000+ HOUSEHOLDS (%)	RETAIL SALES OF MENS SHIRTS (%)	BUYING POWER INDEX (%)	YOUR MENS SHIRT SALES $	COMPANY SALES (%)	PERFORMANCE INDEX	SALES OPPORTUNITY $	MARKET QUALITY INDEX
ABELARD	1.2439	1.3478	1.5430	1.4424	1,227,317	1.1419	79	326,249	116
BROWN	0.5456	0.4287	0.1997	0.2444	463,569	0.4314	177		45
CALLAHAN	1.2349	1.2497	1.1582	1.1780	1,113,175	1.0357	88	151,797	95
DOUGLAS	0.5087	0.7723	0.9909	0.8595	668,714	0.6222	72	260,055	169
EDWARDS	10.5830	11.6745	12.0694	11.5929	13,900,994	12.9331	112		110
FRANKLYN	1.9087	1.5109	1.2947	1.3998	1,508,025	1.4030	100		73
GREENE	1.7090	1.6300	1.4574	1.5208	1,561,756	1.4530	96	65,073	89
HELOISE	0.3860	0.3224	0.2260	0.2668	243,655	0.2267	85	42,998	69
TOTAL U.S.A.	100.0000	100.0000	100.0000	100.0000	107,483,762	100.0000	100	5,751,259	100



SALES TERRITORY	MEN 35 AND OVER	HOUSEHOL
EASTERN REGION		
ABELARD		
BROWN	0.5456	0.4287
CALLAHAN		
DOUGLAS	0.5089	0.7723
EDWARDS		
FRANKLYN	1.9087	1.5109
GREENE		
HELOISE	0.3860	0.3224
TOTAL U.S.A.	100.0000	100.0000

1. SALES TERRITORIES.

These are your sales territories; and even if they don't fit any predefined geography, our experts can still develop reports to match them.



MEN AGES 35 AND OVER (%)	$50,000+ HOUSEHOLDS (%)	RETAIL SALES OF MENS SHIRTS (%)
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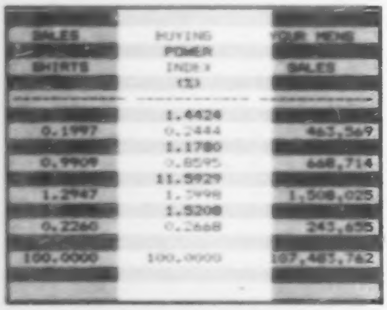
0.5456	0.4287	0.1997
1.2349	1.2497	1.1582
0.5089	0.7723	0.9909
10.5830	11.6745	12.0694
1.9087	1.5109	1.2947
1.7090	1.6300	1.4574
0.3860	0.3224	0.2260
100.0000	100.0000	100.0000

2. THE BASIC DATA.

Our annually updated data are broken down into three major areas: population, income, and retail sales. Because it's so comprehensive, we use selected data to produce The Survey of Buying Power, which has long been recognized as the "bible" of the sales industry.



SALES SHIRTS	BUYING POWER INDEX (%)	YOUR MENS SALES
	1.4424	
0.1997	0.2444	463,569
	1.1780	
0.9909	0.8595	668,714
	11.5929	
1.2947	1.3998	1,508,025
	1.5208	
0.2260	0.2668	243,655
100.0000	100.0000	107,483,762

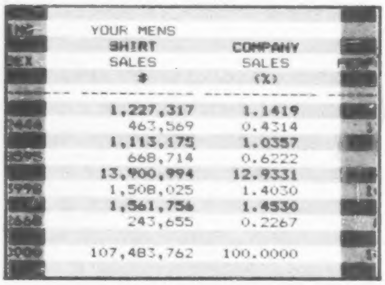
3. YOUR EXPECTED SALES—THE BUYING POWER INDEX (BPI).

This shows, market by market, the relative strength of each area for the products you sell. If your products are found in virtually every home, we'll use a general BPI.

More likely, however, your products are used by certain income or age groups—or are sold in specific outlets. In this case, we'll customize a BPI based on an analysis of your requirements.

In the example shown (expensive men's shirts), the market is upper income executives. So we would extract the following data: men 35 and older, household income $50,000 plus, and sales of men's shirts in department stores, the major point of sale. Finally, we combine these variables into one composite index by weighting the relative importance of each.

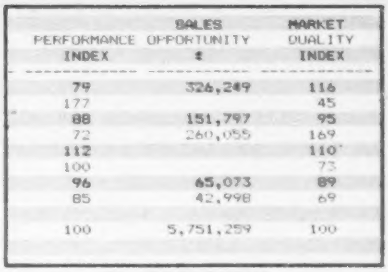
For example, we might weight income by a factor of 5, sales in the outlet by 3, and age by 2.



YOUR MENS SHIRT SALES $	COMPANY SALES (%)
1,227,317	1.1419
463,569	0.4314
1,113,175	1.0357
668,714	0.6222
13,900,994	12.9331
1,508,025	1.4030
1,561,756	1.4530
243,655	0.2267
107,483,762	100.0000

4. YOUR ACTUAL SALES.

Of course, to complete our report, we'll need your actual sales figures. And they'll be kept in absolute confidence—as we've done for thousands of clients before you.



PERFORMANCE INDEX	SALES OPPORTUNITY $	MARKET QUALITY INDEX
79	326,249	116
177		45
88	151,797	95
72	260,055	169
112		110
100		73
96	65,073	89
85	42,998	69
100	5,751,259	100

5. INDICES.

We've developed three indices to show you the dynamics of any sales territory at a glance.

The Performance Index. This compares actual sales with expected sales, based on the Buying Power Index for your product.

Sales Opportunity. For those areas performing under expectation (less than 100), we've divided actual sales by the Performance Index to see what sales in those areas could be– based on the BPI.

Market Quality Index. Based on information we supply, we divide the BPI by the population percentage of the area. The population percentage is "par" and the BPI considers socio-economic factors—so the result shows which areas are above average (100) in terms of market quality.

ACT TODAY!

For more details on our data and reports, the BPI, and our indices, just call Robert Katz in New York at **(212) 986-4800**. Dean Stoecker in Manhattan Beach, CA at **(213) 545-4559**. Craig A. Wrobel in Chicago at **(312) 782-1266.** Or clip the coupon below.

MARKET STATISTICS

A Division of Bill Communications
Home Office: 633 Third Ave., New York, NY 10017 (212) 986-4800
Western Region: 1332 Park View Ave., Manhattan Beach, CA 90266 (213) 545-4559
Midwest Region: 307 North Michigan Ave., Chicago, IL 60601 (312) 782-1266

Yes! I'd like more information.

Name ______________________ Title ______________
Company name ______________________
Address ______________________
City/State/Zip ______________________
☐ Please call me to discuss. ☐ Please visit when you're in the area.
Phone (   ) ______________________ Best time to call ______________
☐ I have access to an IBM PC (or compatible).

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SURVEY HIGHLIGHT

How good are the Survey's projections? Regional and state comparisons

Region	Population (Thous.) 1984 Projected	Population (Thous.) 1984 Actual	Total Retail Sales ($ Thous.) 1984 Projected	Total Retail Sales ($ Thous.) 1984 Actual
New England	12,591.0	12,605.3	$72,021,006	$80,104,112
Middle Atlantic	36,289.1	37,426.7	204,708,271	194,245,687
East North Central	42,479.9	41,892.1	274,142,176	214,264,843
West North Central	17,941.4	17,645.0	116,230,460	97,604,668
South Atlantic	37,501.6	39,904.5	238,453,186	220,144,917
East South Central	15,106.9	15,199.2	89,074,139	69,946,068
West South Central	24,618.3	26,394.7	170,659,445	146,827,756
Mountain	12,073.7	12,743.3	80,089,043	71,362,270
Pacific	33,323.6	34,463.9	227,971,081	202,159,394

Top 10 States	Population (Thous.) 1984 Projected	Population (Thous.) 1984 Actual	Total Retail Sales ($ Thous.) 1984 Projected	Total Retail Sales ($ Thous.) 1984 Actual
California	24,765.1	25,806.6	$168,533,631	$153,627,397
New York	17,250.5	17,915.5	87,693,401	89,498,386
Texas	14,707.0	16,167.6	110,531,846	94,797,004
Pennsylvania	11,664.9	11,965.4	68,331,646	60,483,693
Illinois	11,450.8	11,552.9	75,089,463	58,872,067
Florida	9,829.9	11,166.0	73,384,524	69,550,635
Ohio	11,021.9	10,813.8	67,338,283	54,967,153
Michigan	9,528.4	9,180.2	65,765,567	46,783,106
New Jersey	7,373.7	7,545.8	48,683,224	44,263,608
North Carolina	5,989.6	6,215.9	33,654,921	32,016,659

Sources: Sales & Marketing Management's *1980 Survey of Buying Power—Part II* for 1984 projections, *1985 Survey of Buying Power* for 1984 actuals.

©Sales & Marketing Management.

product market. The metro area rankings, when used in conjunction with the retail sales statistics from the *Survey of Buying Power* (July 22), will show a product's market share, and give marketers a more accurate fix for estimating potential sales on the local level.

When one considers the extent to which retailers practice cross-market merchandising these days, sales data for large store groups can sometimes prove to be misleading. In other words, the store type is not necessarily confined to the product category associated with it. For example, food store sales include much more than just groceries. The difference between statistics for retail store groups (Food Stores) and merchandise line categories (Groceries) should be understood by marketers when establishing quotas and allocating sales support. Otherwise, any incorrect assumptions could lead to unfair quotas and misdirected advertising expenditures.

Section C: Metro Market Projections

Changes in a market's demographic and socioeconomic makeup are of primary importance to marketers, since short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid, long-term marketing plan. To assist planners in formulating a sound strategy, the *SBP-II* provides five-year metro market projections that can be used to pinpoint those markets with the most growth potential, as well as uncover those areas that will experience little or no growth.

As the single-most important indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI data are often used by market planners when strengthening the sales force in areas with increased potential. Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's size, with the number of potential customers being a major concern. Territories have consistently been organized around such considerations, and an attempt should always be made to keep such uniformity intact when examining projections for shifts in market concentration.

By examining retail sales totals for metro areas—the third variable in the *SBP-II*'s projections—and converting them to a percentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their available income. An area's expenditure ratio can be a determinant for the amount of market support it will receive.

Section D: Newspaper Markets

Cost and coverage questions are of primary importance when it comes to allocating newspaper advertising for market support in a targeted area.

Too often, marketers ignore data on channels of distribution and concentrate instead on the number of households, the traditional technique for ranking markets for media exposure. For most products, the distribution channel is the retail outlet that handles that particular merchandise line. By analyzing the strength of a market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc. can be calculated before a marketer ever commits his advertising dollars.

Section E: TV Markets

In the 1983 *SBP-II*, the Survey of TV Markets section was reorganized to make it more useful to media marketers in allocating their advertising dollars. Information on

FIRST FAMILY IN VHS.

Here are ten excellent reasons why the teleproduction professional surrounds himself with the JVC VHS-family of video equipment. No matter what the job, each component delivers top performance and unmatched JVC value.

BR-1600U. Ultra-lightweight portable VCR.

BR-C100U. Video-Movie. Entire VHS-C camcorder that fits in one hand.

BR-1500U. Low-cost VCR for business or classroom instruction with wireless remote.

BR-6200U. Low-cost portable VCR. Approaches ¾" performance at ½" costs.

BR-7000UR. The *only* Hi-Fi VHS Tape Duplicator with front panel test points for on-line performance evaluation.

BR-3000U. Unconventional "no-frills" VCR for professionals who don't need a tuner circuit.

BR-8600U. Versatile VCR that doubles as a cost-effective, stand-alone alternative to ¾" and 1" editors.

BP-5100U. Simple, rugged economical video player suitable for training in business, government, and education.

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audience demographics, such as total population, households, and black population, was retained, along with EBI and total retail sales statistics. New categories now include Hispanic population and breakouts of total population by six different age groups.

Since TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a critical element of marketing planning. Also, TV's higher costs—compared with other forms of media—make it even more important that the targeted markets offer the highest possible return on investment.

In the case of the 18- to 34-year-old viewing audience, for instance, locating markets with a high percentage of people in this age bracket can assist marketers who are looking to sell to the baby-boom segment of the population. By isolating those markets that exceed a pre-set ratio of 18 to 34 year olds, the effectiveness of a TV ad campaign can be increased, and the advertising budget more efficiently allocated to those markets.

Section F:
Zip Code Markets

If a marketer has a need to go beyond the metro or county level in terms of information gathering, Zip Code areas provide a geographic measurement that allows him to more specifically target those markets that fit his customer profile. In essence, the smaller the area, the more uniformity among customers and prospects.

The Zip Coding of the 1980 Census of Population and Housing, financed by a group of private data-gathering organizations that included Bill Communications' Market Statistics Div., gives marketers a set of statistics that is more localized than the more traditionally used metro areas that are the basis for S&MM's July *Survey of Buying Power*. The vast array of data available for Zips is highly detailed, with such items as race and ethnic type, education level, and even the number of autos and bathrooms per household unit. This information is available for any five-digit Zip Code, and the implications for marketers are many.

First, in advertising or direct mail campaigns, Zip Code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply reduced, and more efficient audience pinpointing is achieved. Advertisers and direct-mail marketers can also gain from the large amount of lifestyle-oriented data that exist for each Zip area that give them more insight into an area's sales potential, and help to balance spending between broadcast and print media.

This year's *SBP-II* contains a sampling of characteristics from six Zip Code areas that will give marketers an idea of the type of information that can be had for a given Zip. This kind of in-depth data can allow them to fine-tune an area's profile, while eliminating markets that would prove unprofitable.

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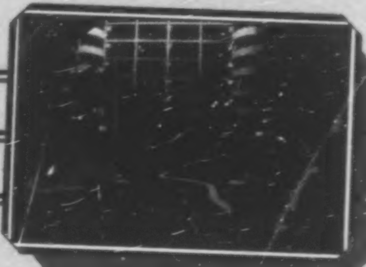

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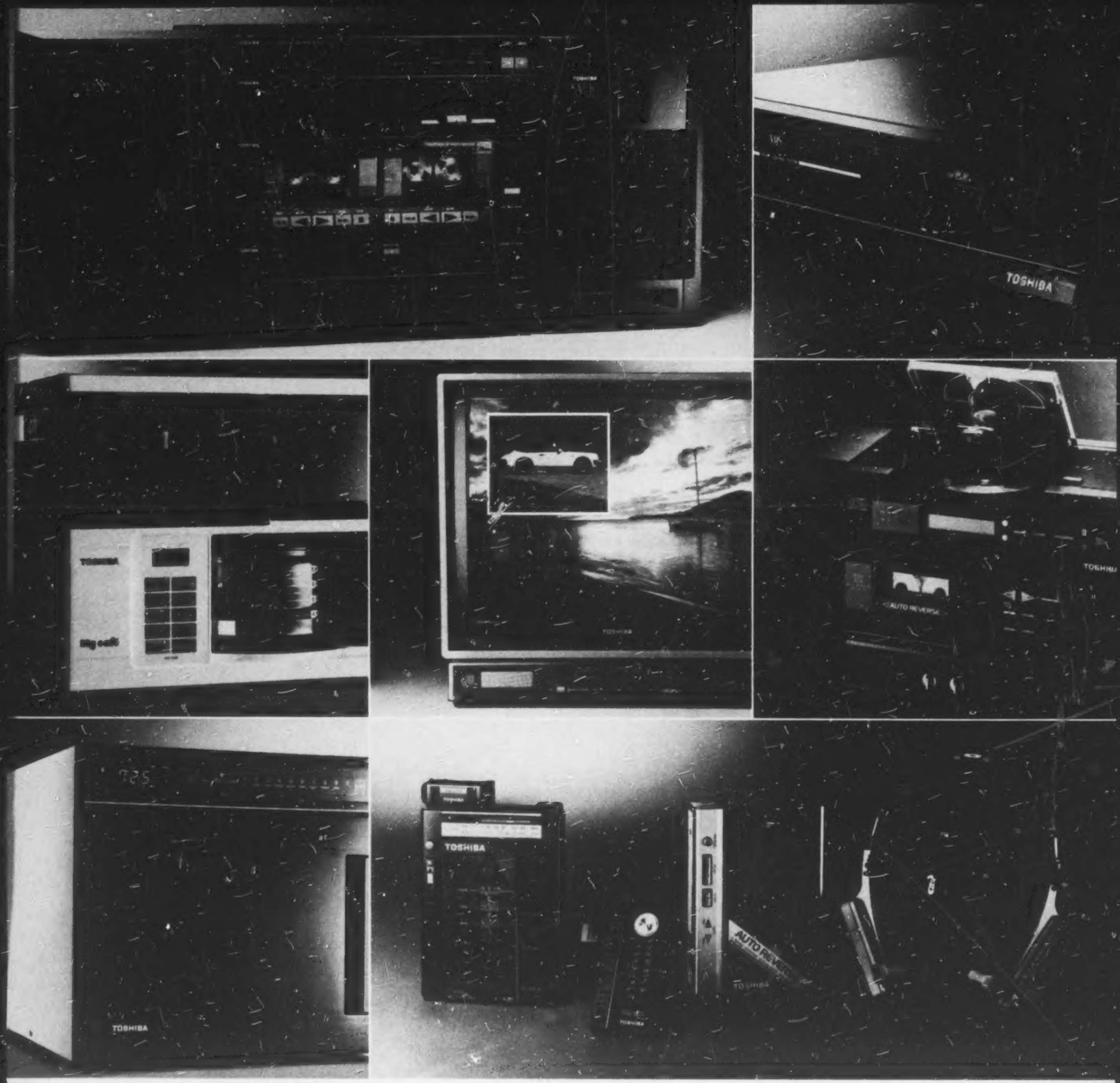

If these don't motivate your people, maybe it's your people.

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Demographic roundup '85

By RICHARD KERN
Editorial Director, S&MM Surveys

Over the course of the last 12 months, a number of demographic issues have been examined in the pages of Sales & Marketing Management. As a way of recapping some of the year's more noteworthy trends, we offer the following roundup of material from our Demographics in Action columns and other statistical sources.

Without a doubt, the biggest story of 1984–85 has been those ultimate modern-day consumers—Yuppies. Second place is shared by the new baby boom and the growth of the elderly market. What's particularly interesting about all three of these stories is that they have their roots in the maturation of that most famous of trends—the original baby boom.

As the more than 75 million people born between 1946 and 1964 grow older, their presence is being felt in ways quite different than those that defined their collective growing-up. No longer is it a simple matter of baby books, hula hoops, or record albums—or nowadays, VCRs, BMWs, and Cuisinarts—but rather it is the understanding that as this segment matures, it will generate a number of additional trends, all somehow related to the boomers. The proof is all around us.

The graying of America

The recent popularity of IRAs, caffeine-free and salt-free foods, and planned retirement communities are only the distant rumblings of what will eventually become an American obsession with the mature (age 55–64), the older (age 65–84), and the elderly (age 85–plus) population. Because their numbers will increase so dramatically over the next 40 years, marketers are already preparing themselves to be in the right place at the right time, having learned their lessons well with the baby, kids, teenager, preppie, and Yuppie markets. By anticipating the needs and wants of older Americans, marketers of goods and services can more effectively cater to them in years to come. Even now, the runaway growth of so-called "life-care" communities (nearly 20% annually) and of the 85-plus age group—currently the fastest-growing segment of the population—signals a shift in the nation's demographics.

The perfect microcosm of this coming reality already exists today in the state of Florida. Of the nation's metropolitan areas with the largest percentages of population over age 50, all of the top 10 are located in the Sunshine State. Florida also has the highest median age of any state, 36.4 years, compared with a U.S. median of 31.7 years, with more than a third of the state's population over age 50.

The big picture shows that America's retired population, which now numbers around 25 million, will grow to twice that size by the year 2030. And as they once flooded the public school systems and the job market, these aging baby boomers will place an increasing strain on pension plans, Social Security, and medical and social care.

The mommy boom

Another consequence of the original post-war baby boom is the recent surge in the number of births in the U.S. Every year since 1976 numbers have increased, and in 1982, the birthrate reached 3.7 million—the highest since the waning days of the original boom back in the 1960s. It has been called the echo boom, the baby boomlet, and the new baby boom. In actuality, it should be called the mommy boom.

Speaking in strictly statistical terms, there *are* more babies out there, borne out by the fact that the under-age-five segment of the population has grown by approximately 9% since 1980 alone. In contrast, this same segment actually *decreased* by 4.8% in the 1970s, hitting an all-time low of 16 million pre-schoolers in 1975. Just 15 years earlier, in the heyday of the baby boom, this figure easily topped 20 million. In the 10 years since 1975, this segment has rebounded to around 18 million, with the majority of the growth taking place in the last five years. A bona-fide baby boom? Maybe.

The real answer here has to do more with the original baby boom than first meets the eye. The fact is, people are not having more and more babies—there are simply more mothers in the baby-making marketplace.

Fertility rate flat

Today's number of women of childbearing age—more than 50 million at last count—is far in excess of that during the 1940s and 1950s. In 1950, for example, the entire U.S. population was only 150 million, compared with today's figure of 238 million. Couple with this the fact that the fertility rate of around 1.8 children-per-woman of childbearing age has remained virtually unchanged since 1975, and the picture is clear: There are more babies because there are more mothers—plain and simple.

In terms of "first births," today's figure of 40% is a far cry from the 1950s, when first births accounted for only 25% of all births. So while more mothers equals more babies, it is also a fact that these children are the first—and in many cases, the only—child a couple will produce. From a marketing standpoint, this has both good and bad connotations.

The good comes from the fact that purchases for firstborn children are more expensive and expansive than those for subsequent births. First-time necessities such as cribs,

(continued on page 41)

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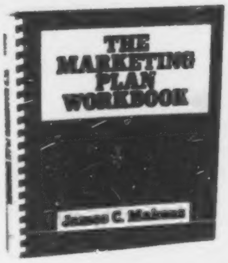

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oto: Peter B. Kaplan

If you still believe in me, save me.

For nearly a hundred years, the Statue of Liberty has been America's most powerful symbol of freedom and hope. Today the corrosive action of almost a century of weather and salt air has eaten away at the iron framework; etched holes in the copper exterior.

On Ellis Island, where the ancestors of nearly half of all Americans first stepped onto American soil, the Immigration Center is now a hollow ruin.

Inspiring plans have been developed to restore the Statue and to create on Ellis Island a permanent museum celebrating the ethnic diversity of this country of immigrants. But unless restoration is begun now, these two landmarks in our nation's heritage could be closed at the very time America is celebrating their hundredth anniversaries. The 230 million dollars needed to carry out the work is needed now.

All of the money must come from private donations; the federal government is not raising the funds. This is consistent with the Statue's origins. The French people paid for its creation themselves. And America's businesses spearheaded the public contributions that were needed for its construction and for the pedestal.

The torch of liberty is everyone's to cherish. Could we hold up our heads as Americans if we allowed the time to come when she can no longer hold up hers?

Opportunities for Your Company.

You are invited to learn more about the advantages of corporate sponsorship during the nationwide promotions surrounding the restoration project. Write on your letterhead to: The Statue of Liberty-Ellis Island Foundation, Inc., 101 Park Ave, N.Y., N.Y. 10178.

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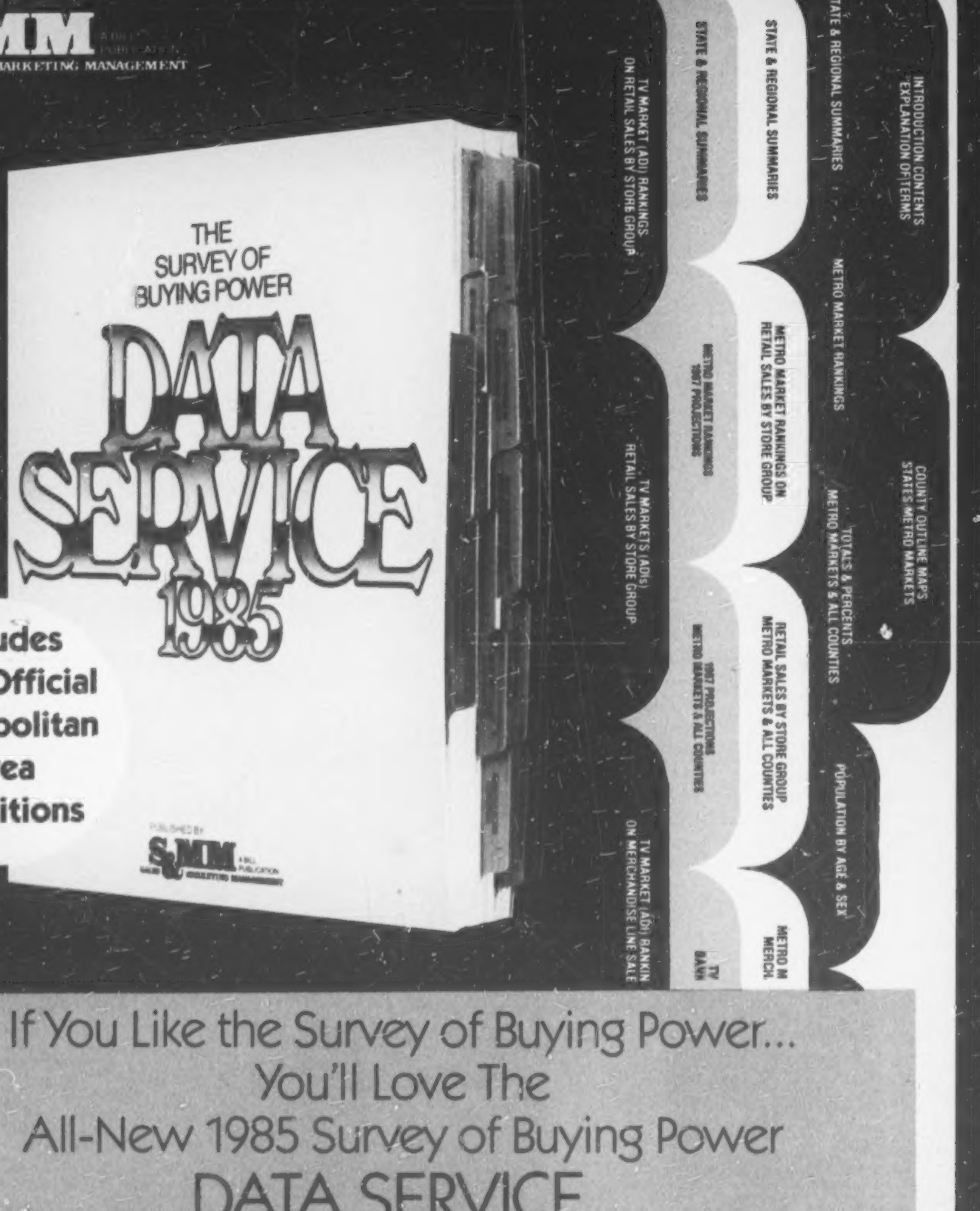
THE SURVEY OF BUYING POWER
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METRO MARKET RANKINGS
COUNTY OUTLINE MAPS STATES-METRO MARKETS
METRO MARKET RANKINGS ON RETAIL SALES BY STORE GROUP
METRO MARKET RANKINGS 1987 PROJECTIONS
TV MARKETS (ADIs) RETAIL SALES BY STORE GROUP
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The 1985 Data Service takes you far beyond the Survey of Buying Power, with a wealth of information and detail not found in the Survey.

(SEE BLUE HIGHLIGHTS BELOW)

USER'S GUIDE
Explanation of terms, sales planning applications, marketing applications, advertising applications.

Section 1
STATE, COUNTY & METRO MARKET OUTLINE MAPS
Metropolitan statistical area (or New England County Metropolitan area), consolidated metropolitan statistical area. For each metro market: population, households, Effective Buying Income (EBI), retail sales, Buying Power Index (BPI).

Section 2
STATE & REGIONAL SUMMARIES
Population, Households, Effective Buying Income (EBI), Total Retail Sales, Buying Power Index (BPI), Graduated Buying Power Indexes, Population By Age and Sex, Households by Age of Head, Households by Number Of Persons, Households by EBI group (8 groups), percentage change in population since 1980, population density.

Section 3
METROPOLITAN MARKET RANKINGS
Population, Households, Population Density, Effective Buying Income (EBI), Median Household EBI, Average Household EBI, Per Capita EBI, Total Retail Sales, Per Household Retail Sales, Buying Power Index (BPI), Economy-Priced-Products BPI, Moderate-Priced-Products BPI, Premium-Priced Products BPI.

Section 4
TOTALS & PERCENTS FOR METROPOLITAN MARKETS & ALL COUNTIES
Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI), Graduated Buying Power Indexes, Population density.

Section 5
POPULATION BY AGE & SEX FOR METROPOLITAN MARKETS & ALL COUNTIES
(9 groups) 0–5 Years, 6–11 Years, 12–17 Years, 18–24 Years, 25–34 Years, 35–44 Years, 45–54 Years, 55–64 Years, 65 and Over, Median Age by Sex.

Section 6
HOUSEHOLDS BY AGE OF HEAD & BY NUMBER OF PERSONS FOR METROPOLITAN MARKETS & ALL COUNTIES
By Age of Heads, Under 25 Years, 25–34 Years, 35–44 Years, 45–54 Years, 55–64 Years, 65 and Over, By Number of Persons, Average Household Size.

Section 7
HOUSEHOLDS BY EFFECTIVE BUYING INCOME (EBI) GROUP FOR METROPOLITAN MARKETS AND ALL COUNTIES
(8 groups) Under $5,000, $5,000–$9,999, $10,000–$14,999, $15,000–$19,999, $20,000–$24,999, $25,000–$34,999, $35,000–$49,999, $50,000 and over, Median Household EBI, Average Household EBI, Per Capita EBI.

Section 8
STATE & REGIONAL SUMMARIES—RETAIL SALES BY STORE GROUP, RETAIL SALES BY MERCHANDISE LINE CATEGORY.

Section 9
METROPOLITAN MARKET RANKINGS—RETAIL SALES BY STORE GROUP
(11 groups) Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliances Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores. Store group definitions by SIC.

Section 10
RETAIL SALES BY STORE GROUP FOR METROPOLITAN MARKETS & ALL COUNTIES
(11 groups) 1984 Estimates, 1982 Census of Retail Trade, Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Section 11
METROPOLITAN MARKET RANKINGS—RETAIL

Judge for yourself the range, depth and value of the information you'll find only in this incredibly valuable marketing tool!

SALES BY MERCHANDISE LINE
1984 Estimates, Groceries and Other Foods, Furniture and Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions, Merchandise line definitions by census code.

Section 12
RETAIL SALES BY MERCHANDISE LINE CATEGORY FOR METROPOLITAN MARKETS
1984 Estimates, 1982 Census of Retail Trade, Groceries and Other Foods, Furniture and Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs; Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions.

Section 13
STATE & REGIONAL SUMMARIES–1989 PROJECTIONS

Section 14
1989 METROPOLITAN MARKET RANKINGS
1989 Population, Percent Change In Population 1984–1989, 1989 Households, 1989 Effective Buying Income (EBI), 1989 Average Household EBI, 1989 Total Retail Sales, 1989 Per Household Retail Sales, 1989 Buying Power Index (BPI).

Section 15
1989 PROJECTIONS FOR METROPOLITAN MARKETS & ALL COUNTIES
Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI).

Section 16
1984 TELEVISION MARKET (ADI) RANKINGS
Population, Households, Effective Buying Income (EBI), Total Retail Sales, Buying Power Index (BPI). ADI definitions by county.

Section 17
1984 TOTALS AND 1989 PROJECTIONS FOR TELEVISION MARKETS (ADIs)
Population, Households, Effective Buying Income (EBI), Retail Sales, Buying Power Index (BPI).

Section 18
TELEVISION MARKET (ADI) RANKINGS—RETAIL SALES BY STORE GROUP
Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Furniture and Home Furnishing Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Section 19
RETAIL SALES BY STORE GROUP FOR TELEVISION MARKETS (ADIs)
Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

Section 20
TELEVISION MARKET (ADI) RANKINGS—RETAIL SALES BY MERCHANDISE LINE
Groceries and Other Foods, Furniture and Other Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions.

Section 21
RETAIL SALES BY MERCHANDISE LINE CATEGORY FOR TELEVISION MARKETS (ADIs)
Groceries and Other Foods, Furniture and Other Sleep Equipment, Major Household Appliances, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Drugs, Health and Beauty Aids, Audio Equipment/Musical Instruments & Supplies, Televisions.

Here are just some of the users and uses for the information found in the new **DATA SERVICE.**

1 MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution patterns
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3 ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

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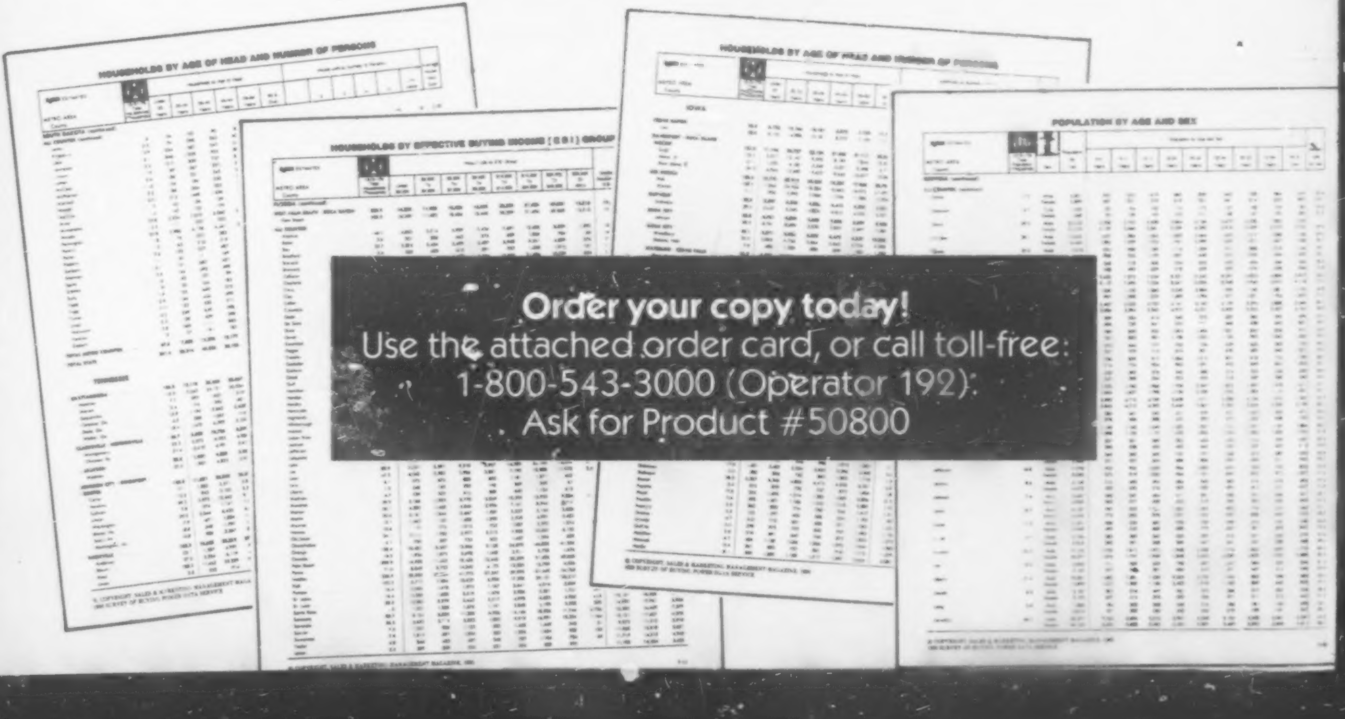

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high chairs, clothing, and toys are usually handed down to the second and third children in a family, so marketers of these types of items have to be there the first time around, otherwise they'll miss the boat entirely. In a child-producing climate such as we have today, the first opportunity is usually the only opportunity. That's also the bad news.

The Y-word

> WITHOUT A DOUBT, 1985 HAS BEEN THE YEAR OF THE YUPPIE.

Another trend that must be mentioned when discussing today's aging baby boomers falls more under the heading of "Creations of the Media" than it does under the heading of a true trend. Without a doubt, 1985 has been the Year of the Yuppie, a term that created an almost instantaneous backlash from those it was designed to describe.

The Young Urban Professional came into existence when the anti-establishment mentality of the 1960s and 1970s gave way to the entrepreneurial 1980s, and suddenly "profit" was no longer a dirty word. Conspicuous consumption became the new pastime for a generation that had too long denied itself the trappings of traditional adult life, and in an orgy of Mexican food, imported beer and automobiles, pastels, and pinstripes, a new consumer group was christened.

Nine months later, Yuppiedom had drowned in its own hype.

Undoubtedly, we'll continue to see ad campaigns aimed at Yuppies and their spin-offs—Yumpies (Young Upwardly Mobile Professionals), Guppies (Gay Urban Professionals), Bumpies (Black Upwardly Mobile . . .), and the like—but the negative connotations now associated with this type of self-serving hedonism have all but killed any momentum marketers were hoping for. Some companies, such as American Express, have already introduced campaigns that purposely downplay the free-spending lifestyle associated with Yuppiedom. One recent ad addresses itself to "those who know there's more to life than a VCR, a food processor, and a new pair of running shoes"—a none-too-subtle swat at three of the things Yuppies hold dearest. Of course, there are those who have made a very respectable (and profitable) living from catering to the whims of today's young professional, but the time has passed when a

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SURVEY HIGHLIGHT

Prospecting for retail dollars: State household spending habits in 1989

State	1989 Average Household EBI	1989 Retail Sales Per Household	1989 Sales-To-Income Ratio*
Alabama	$37,180	$16,357	43.99%
Alaska	58,215	31,770	54.48
Arizona	40,018	20,429	51.05
Arkansas	35,748	17,250	46.94
California	50,154	22,799	45.45
Colorado	46,975	23,103	49.18
Connecticut	60,154	24,769	40.97
Delaware	49,876	25,693	51.51
District of Columbia	55,342	17,370	31.38
Florida	41,901	22,303	53.22
Georgia	42,847	20,763	48.45
Hawaii	54,393	27,500	50.55
Idaho	41,437	17,858	43.09
Illinois	50,021	19,813	39.61
Indiana	43,618	21,892	50.19
Iowa	42,668	18,263	42.80
Kansas	48,710	20,763	42.62
Kentucky	40,904	18,718	45.76
Louisiana	42,456	20,173	47.51
Maine	40,685	22,261	54.71
Maryland	49,545	24,569	49.59
Massachusetts	51,271	25,713	50.15
Michigan	46,813	20,317	43.40
Minnesota	48,536	23,676	48.78
Mississippi	35,967	17,773	49.41
Missouri	44,281	22,381	50.54
Montana	37,973	18,706	49.26
Nebraska	45,041	19,455	43.19
Nevada	44,656	25,971	58.15
New Hampshire	49,078	27,685	56.41
New Jersey	56,543	23,095	40.84
New Mexico	38,732	20,388	52.63
New York	47,621	19,032	39.96
North Carolina	39,886	20,571	51.57
North Dakota	49,562	23,612	47.64
Ohio	44,448	19,614	44.12
Oklahoma	41,387	20,162	48.71
Oregon	42,319	20,316	48.00
Pennsylvania	43,987	19,095	43.41
Rhode Island	48,339	21,446	44.32
South Carolina	38,146	18,892	49.52
South Dakota	41,537	19,482	46.90
Tennessee	41,044	20,678	50.38
Texas	47,045	23,023	48.93
Utah	41,716	19,537	46.83
Vermont	40,200	24,354	60.58
Virginia	50,024	21,877	43.73
Washington	45,546	19,870	43.62
West Virginia	37,412	16,938	45.27
Wisconsin	44,811	18,731	41.80
Wyoming	49,530	26,619	53.74
U.S. Total	**$45,959**	**$21,142**	**46.00%**

*-The **Sales-to-Income Ratio** shows the percentage of **Average Household Effective Buying Income (EBI)** assigned to **Retail Sales Per Household** for each state. Retail Sales Per Household is calculated by dividing a state's total retail sales by its total households. Source: Sales & Marketing Management's *1985 Survey of Buying Power—Part II.* ©Sales & Marketing Management.

company could hope to capture this market segment through their association with the word "Yuppie." In today's ultra-hip world, the search is already on for the next hot consumer trend.

Asians and Hispanics

One of the more well-documented ethnic trends of recent years concerns the tremendous growth of the U.S. Hispanic market. This segment, some 17 million strong, has received an extensive amount of coverage from both advertisers and marketers looking to cash in on the potential of this highly concentrated, highly urbanized group.

In terms of numbers, more than 73% of all Hispanics residing in the U.S. are concentrated in just five states: California, Texas, New York, Florida, and Illinois, with a full 87.6% living in metro areas. The ethnic diversity within this group is equally interesting, the majority being Mexican (59.4%), followed by Puerto Rican (13.7%), Cuban (5.5%), and other various groups of Spanish origin (21.3%). When this type of breakout is applied to the top-ranking states, we find that the majority of Hispanics in California and Texas are of Mexican descent—80% and 92%, respectively—as is also the case with the Illinois Hispanic population, which is roughly 64% Mexican. New York, on the other hand, shows a distinct Puerto Rican majority of 59%, while Florida's 900,000 Hispanics are approximately 55% Cuban.

Aside from this inter-ethnic diversity, the Hispanic population is far younger than the U.S. population in general, with a median age of just 23.3 years, as compared to a U.S. median of just over 30 years. Household size is also markedly

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TITLE________________________________

COMPANY NAME____________________________

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different, with almost half (45.4%) of the more than 4 million Hispanic households containing four or more people.

By contrast, America's Asian population has been virtually unheard from; which is surprising, considering their very impressive statistical profile. Perhaps it is the fact that their numbers (3.7 million) only make up 1.6% of the U.S. population, while Hispanics account for a more respectable 7.2%. This, however, should change over the course of the next 15 years as the Asian population swells to more than 10 million. In terms of growth, this group has chalked up an incredible 42% increase between 1970 and 1980 alone, compared with Hispanics' more modest 15%. So it seems the stage is being set for the emergence of a new ethnic target group for marketers to train their sights on.

Income and education

One thing that the Asian population does have in common with Hispanics is their concentration, with more than two-thirds of America's Asians residing in the states of California, Hawaii, and New York. Again, the ethnic majority in each of these states is decidedly different, showing 27% of California's 1.3 million Asians as Filipino, Hawaii as 41% Japanese, and New York as 44% Chinese, in terms of their individual ethnicity.

The Asian population also presents marketers with some other very tempting statistics. In terms of income and education, Asians outdistance all other major ethnic and racial groups. Their average household income of $23,671 (according to 1980 Census Bureau figures) puts them well ahead of whites ($21,173), Hispanics ($16,271), and blacks ($14,051) in potential buying power. And their portrayal as well-educated, informed consumers is backed up by data showing nearly 33% of America's Asians over age 25 having completed four or more years of college, as opposed to whites (17.1%), blacks (8.4%), and Hispanics (7.6%). Couple with this the fact that more than half (53.3%) of all Asians employed in the U.S. hold managerial and/or professional positions in the labor force, and what begins to emerge is a picture of a very vital and very approachable segment. Marketers may want to begin to look seriously at the Asian population, even at this relatively early stage, to discover areas that offer the greatest potential for them.

The graining
of America

Another demographic trend that emerged over the course of the last year concerns an area that touches all Americans, both internally and externally. It has to do with a concerted effort by the country's fast-food giants to shift emphasis away from the standard burger fare toward a more health-oriented menu.

Recent advertising campaigns by Wendy's, Burger King, and McDonald's have all taken on an amazingly similar look. Young, fresh-faced models in tight jeans and form-fitting exercise outfits are all over the tube, announcing the introduction of multi-grain buns, pasta salads, and fresh fruit into the age-old burger-and-fries menu that once formed the mainstay of the American diet. And to what do we owe this sudden preoccupation with natural, health-conscious living? The answer, once again, is statistics.

In 1962, per-capita consumption of lettuce in the U.S. was 18 lb. per year, cucumbers 2.6 lb., and broccoli 0.3 lb. Twenty years later, these figures were 24 lb., 4.1 lb., and 2 lb., respectively. In roughly the same period, the number of fast-food restaurants in America increased by nearly 10 times, from 16,036 to more than 157,000. What does it all mean? Ronald P. Fay, president of Wendy's International, says that the nation's burger barons have come to recognize "that a

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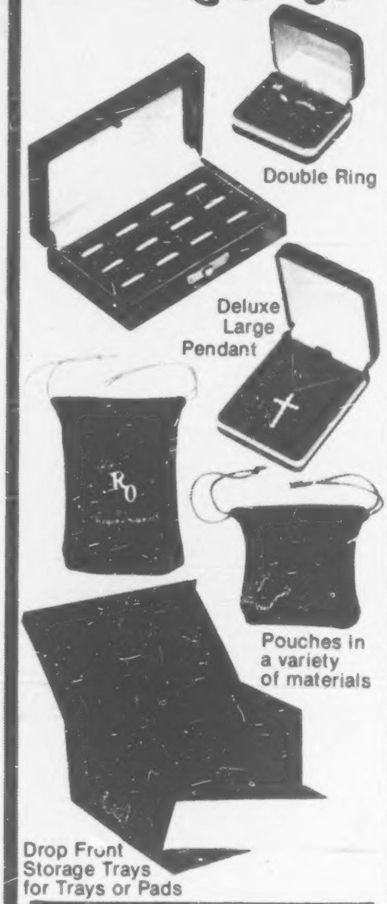
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growing number of consumers are interested in light alternatives to the hamburger-only menus pervasive at most restaurants."

In response to the health and fitness craze currently sweeping America—and to the aforementioned statistics—the fast-food industry is making the appropriate changes, hoping to hang on to its share of the market, all the while keeping a close eye on the needs and wants of the population. Is it that Americans no longer love their burgers? Not really, says John Weir, Burger King's director of public relations. The problem, says Weir, "is not saturation, but maturation." And with more than 75 million rapidly maturing baby boomers out there, Fay, Weir, and the rest of the people on the business end of the market know that catering to their changing tastes will keep them on top.

Metros on the comeback trail

After a decade of increased nonmetropolitan growth, 1984–85 saw the return of one of America's long-suffering institutions—the metro area. The emergence in the 1970s of a trend toward faster growth in counties outside of metro areas has reversed itself, and metros are once again the nation's growth leaders. This is not to say that metro area populations are burgeoning, but rather that the growth in nonmetro areas is cooling off, causing it to drop below that in metro areas. In the world of statistics, however, this makes for a bona fide trend.

In some metro areas, the growth is very real. In New York City, for example, a decade has made all the difference. In the period between 1972 and 1974, population figures for the Big Apple showed a net loss of 317,000 people, or a drop of 4.2%. Ten years later, 1982–84 numbers show a 3.8% increase. Here, at least, the metro area comeback is quite tangible. In other states and metros, nonmetro losses were related to statistical and definitional changes rather than reality. The creation of new metro areas in Cheyenne, WY, Rapid City, SD, Santa Fe, NM, Jackson, TN, and Naples, FL, helped to drain these states' nonmetro totals to the tune of some 440,000 people, contributing to the reversal of the nonmetro growth trend. Nonetheless, relative growth rates show metros on the plus side, a reflection of the rise in the number of urban professionals.

So there we have it, 12 months of shifting demographics in a nutshell. Many of these trends have been lurking in the background for much longer, emerging from the shadows only recently. Some will continue to play a part in the way marketers sell their goods and services. Others, like the rise of the Yuppie, are already marketing history. As for what 1986 will bring, only time—and the nuances of the marketplace—will tell. S&MM

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A. Total no. copies printed:	57,982	60,233
B. Paid circulation:		
1. Sales through dealers and carriers, street vendors, and counter sales:	296	5
2. Mail subscriptions:	46,912	49,447
C. Total paid circulation:	47,208	49,452
D. Free distribution (including samples) by mail, carrier, or other means:	3,536	3,689
E. Total distribution (sum of C and D)	50,744	53,141
F. Copies not distributed:		
1. Office use, leftover, unaccounted, spoiled after printing:	7,238	7,092
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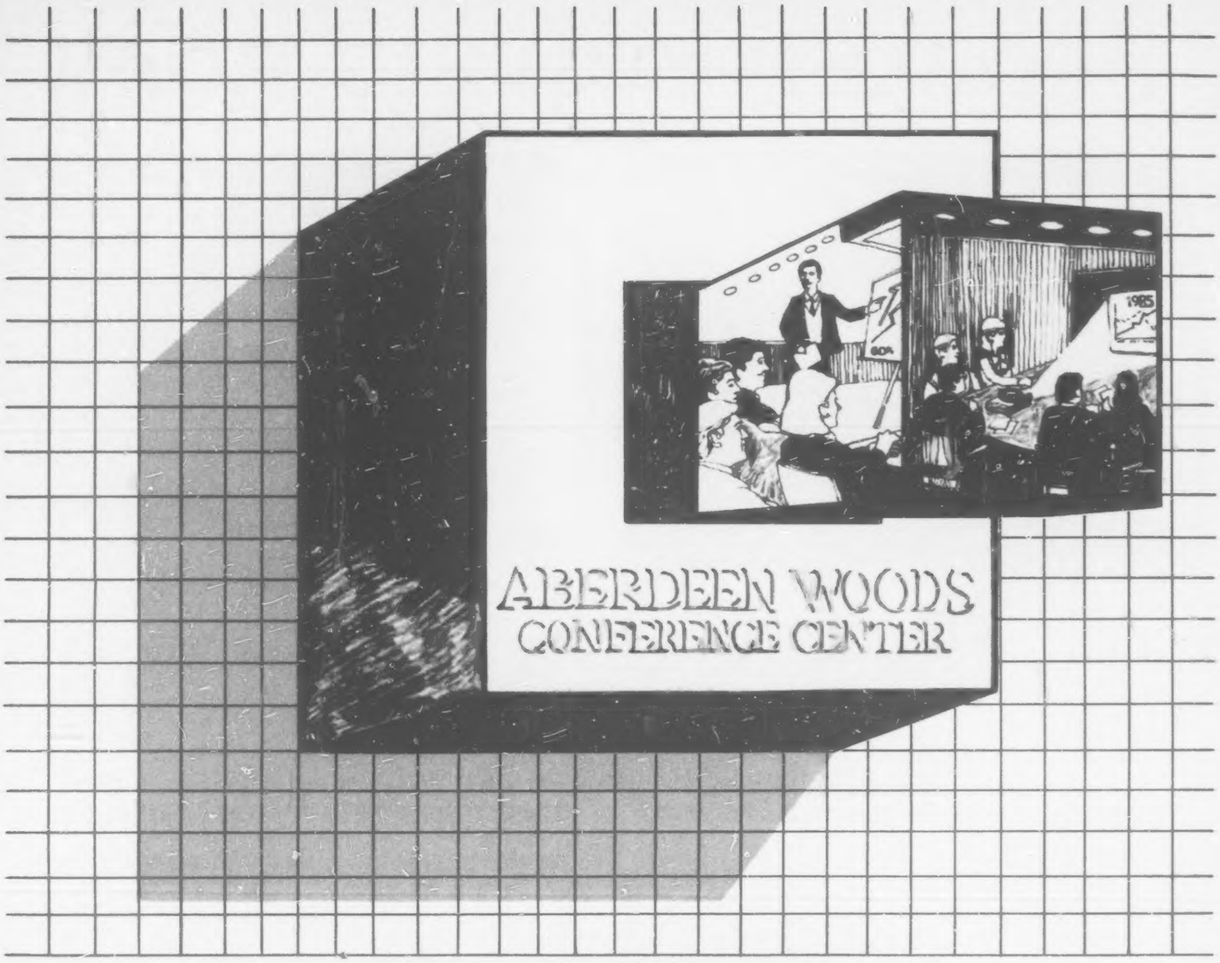

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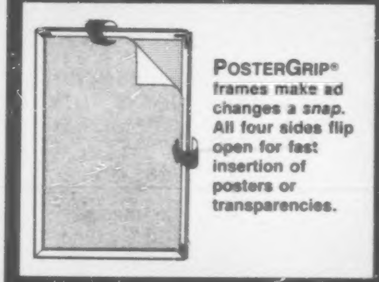

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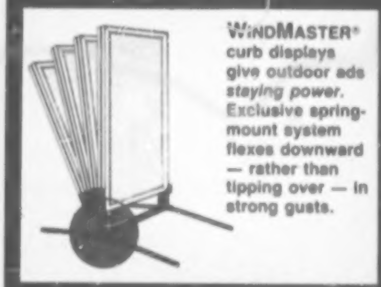

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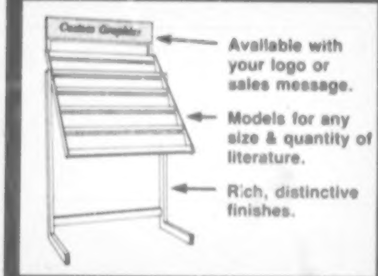

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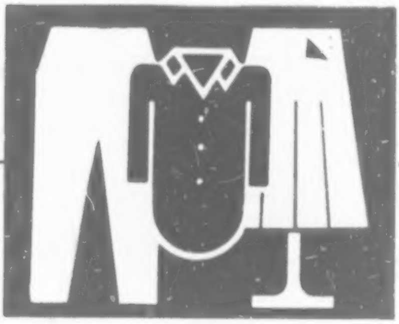
SECTION B

Sales and Marketing MANAGEMENT

Merchandise Line Sales



Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Guide to using S&MM's METRO AREA MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1982 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enchance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included.)

Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories. (Note: Infants' and toddlers' footwear are not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1984

REGION State	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**14,691,721**	**14,209,183**	**1,334,233**	**605,498**	**4,138,727**	**2,052,524**	**2,503,468**	**1,008,418**	**1,333,147**	**691,096**	**1,023,677**	**394,897**	**1,529,640**	**1,129,315**
Connecticut	3,741,806	3,637,044	266,012	121,939	1,033,975	523,618	599,301	256,904	249,741	166,604	212,841	120,582	357,378	288,668
Maine	1,282,207	1,233,153	74,797	32,666	234,741	100,347	220,962	58,771	74,857	41,579	60,340	24,830	69,898	55,525
Massachusetts	6,759,683	6,555,356	773,454	344,712	2,175,730	1,095,061	1,246,377	521,099	812,255	370,289	574,441	170,416	871,614	605,100
New Hampshire	1,311,159	1,272,978	102,281	42,251	307,377	135,552	203,010	76,301	93,193	49,053	87,169	35,560	116,659	86,886
Rhode Island	997,520	945,060	78,406	49,151	279,735	140,434	164,260	73,795	67,742	42,485	53,201	28,458	76,229	62,472
Vermont	599,346	565,592	39,283	14,779	107,169	57,512	69,558	21,548	35,359	21,086	35,685	15,051	37,862	30,664
MIDDLE ATLANTIC	**39,129,899**	**37,498,552**	**3,180,800**	**1,441,891**	**11,860,584**	**6,163,383**	**7,026,338**	**2,716,710**	**3,531,436**	**2,544,601**	**2,262,468**	**1,242,081**	**4,337,603**	**3,470,499**
New Jersey	8,821,057	8,441,138	711,356	270,995	2,557,594	1,357,145	1,517,853	590,568	714,441	535,032	512,029	283,195	1,064,081	851,497
New York	18,090,165	17,367,366	1,554,630	760,388	5,785,162	3,163,198	3,375,427	1,201,549	1,791,894	1,366,256	987,441	566,505	2,108,892	1,756,921
Pennsylvania	12,218,677	11,690,048	914,814	410,508	3,517,828	1,643,040	2,133,058	924,593	1,025,101	643,313	762,998	392,381	1,164,630	862,081
EAST NORTH CENTRAL	**39,185,449**	**36,745,116**	**3,569,951**	**1,564,924**	**10,881,378**	**5,120,686**	**7,022,708**	**3,160,749**	**3,160,179**	**1,973,150**	**2,689,277**	**1,243,034**	**4,213,208**	**3,187,261**
Illinois	10,275,805	9,715,793	1,042,987	427,239	3,550,111	1,801,965	2,113,173	831,812	1,010,711	661,036	739,389	318,007	1,306,015	981,493
Indiana	5,437,966	5,232,773	417,825	142,532	1,503,759	630,882	889,349	407,225	410,528	254,322	376,515	154,846	546,924	417,394
Michigan	8,316,963	7,503,350	890,023	463,928	2,229,228	1,223,995	1,617,551	724,679	673,691	447,984	579,085	294,103	871,653	668,689
Ohio	10,645,716	10,213,050	867,118	403,865	2,640,993	1,029,442	1,737,400	895,315	769,688	436,518	671,315	328,451	1,061,566	784,665
Wisconsin	4,508,999	4,080,150	351,998	127,360	957,287	434,402	665,235	301,718	295,561	173,290	322,973	147,627	427,050	335,020
WEST NORTH CENTRAL	**18,329,062**	**17,323,986**	**1,406,253**	**406,384**	**4,169,170**	**1,834,988**	**2,774,360**	**1,151,145**	**1,215,913**	**718,458**	**1,320,310**	**524,788**	**1,787,691**	**1,307,337**
Iowa	2,909,471	2,813,854	201,417	68,499	595,567	263,525	435,100	165,983	178,067	115,194	200,602	79,591	238,609	179,464
Kansas	2,483,896	2,376,493	197,206	46,235	529,139	258,566	366,724	140,208	161,445	99,694	206,317	88,600	259,026	197,566
Minnesota	4,619,877	4,215,584	337,168	116,705	1,163,870	472,763	721,626	285,074	290,366	163,941	298,224	106,741	465,819	313,339
Missouri	5,545,083	5,294,444	463,863	108,373	1,255,605	541,318	789,076	390,650	390,929	222,458	384,550	151,559	504,387	357,544
Nebraska	1,594,652	1,498,437	114,806	32,769	343,976	156,018	238,248	91,293	106,251	67,393	121,937	59,016	192,436	163,082
North Dakota	560,592	539,694	48,233	16,791	158,138	76,186	126,301	46,922	45,818	24,688	60,253	22,665	73,940	55,417
South Dakota	615,491	585,480	43,553	17,012	122,875	66,612	97,285	31,015	43,037	25,090	48,427	16,616	53,474	40,925
SOUTH ATLANTIC	**39,481,783**	**37,695,702**	**3,673,083**	**1,519,662**	**10,251,674**	**4,947,515**	**6,152,063**	**2,661,760**	**3,125,286**	**1,925,694**	**2,904,367**	**1,281,437**	**5,345,286**	**4,386,231**
Delaware	693,853	666,818	53,019	28,152	210,491	94,234	124,970	67,820	54,787	31,784	50,967	23,789	91,004	72,465
District of Columbia	517,954	487,789	78,507	62,599	188,363	122,042	107,465	29,977	61,081	49,663	26,849	12,943	78,566	64,690
Florida	11,361,778	10,866,325	1,018,361	335,817	3,013,115	1,544,042	1,735,616	832,868	862,903	560,465	909,390	442,661	1,830,573	1,494,507
Georgia	5,284,967	5,022,664	608,518	219,352	1,446,713	664,498	899,813	367,192	447,418	266,076	383,801	140,990	699,300	574,090
Maryland	5,177,351	4,934,681	400,340	243,965	1,361,940	600,538	812,744	373,904	389,120	259,260	308,858	135,185	639,740	486,011
North Carolina	5,903,616	5,612,776	509,401	174,577	1,479,139	767,777	905,454	342,436	475,994	299,431	469,289	210,650	780,738	680,948
South Carolina	3,011,564	2,906,678	337,724	133,676	680,167	372,947	447,011	169,836	224,789	131,856	229,674	99,526	366,394	324,430
Virginia	5,713,375	5,442,428	524,704	274,606	1,479,092	629,211	852,401	350,727	477,971	258,910	383,852	158,114	696,530	566,716
West Virginia	1,817,325	1,753,543	142,508	46,918	392,654	152,226	266,589	127,000	131,223	68,249	141,687	57,579	162,441	122,374
EAST SOUTH CENTRAL	**14,316,867**	**13,809,699**	**1,190,689**	**406,323**	**3,590,461**	**1,768,108**	**2,243,979**	**913,045**	**1,060,873**	**629,428**	**1,067,575**	**419,164**	**1,467,979**	**1,193,006**
Alabama	3,663,706	3,521,565	293,898	121,271	878,928	504,221	543,864	194,049	263,204	172,928	253,079	85,844	376,744	315,054
Kentucky	3,524,330	3,398,645	307,658	112,266	878,243	368,357	560,101	253,742	254,236	142,169	262,790	118,992	318,753	249,080
Mississippi	2,373,850	2,296,569	205,327	61,935	578,738	277,082	338,358	121,659	162,736	91,930	180,677	63,017	227,103	185,294
Tennessee	4,754,981	4,592,920	383,806	110,849	1,254,552	618,448	801,656	343,595	380,697	222,401	371,029	151,311	545,379	443,578
WEST SOUTH CENTRAL	**26,658,644**	**25,317,531**	**2,329,820**	**537,742**	**6,989,094**	**3,779,054**	**4,254,679**	**1,530,310**	**2,239,585**	**1,436,455**	**2,194,928**	**911,013**	**3,516,870**	**2,859,168**
Arkansas	1,986,023	1,909,102	185,784	41,132	465,951	241,381	286,168	110,656	159,593	92,278	173,450	55,746	237,783	187,367
Louisiana	4,273,552	4,083,823	379,396	102,989	1,090,031	588,946	674,788	251,662	349,071	221,131	375,082	176,695	612,878	517,109
Oklahoma	3,340,621	3,171,330	307,341	60,316	816,476	478,666	502,245	156,348	273,326	173,574	268,449	105,011	445,701	372,133
Texas	17,058,448	16,153,276	1,457,299	333,305	4,616,636	2,470,061	2,791,478	1,011,644	1,457,595	949,472	1,377,947	573,561	2,220,508	1,782,559
MOUNTAIN	**13,794,047**	**13,156,411**	**1,050,141**	**359,487**	**2,843,832**	**1,318,053**	**1,949,914**	**796,913**	**914,111**	**546,264**	**1,007,866**	**501,567**	**1,680,498**	**1,367,672**
Arizona	3,189,199	2,993,546	328,281	110,058	775,420	286,034	432,465	208,677	218,095	127,280	217,085	96,932	441,181	359,372
Colorado	3,850,190	3,723,793	232,410	75,439	770,401	382,034	566,196	244,259	260,400	153,950	301,655	163,442	534,277	433,585
Idaho	961,146	929,105	73,491	30,951	144,307	76,234	112,298	33,903	46,430	27,877	70,023	41,345	76,853	64,688
Montana	886,174	856,731	53,117	24,578	155,793	81,147	125,948	35,781	53,060	34,033	70,760	39,956	88,909	74,423
Nevada	1,132,792	1,079,535	112,575	37,524	308,237	138,970	202,963	88,348	89,583	51,620	96,827	32,071	156,347	118,445
New Mexico	1,576,474	1,485,645	106,090	34,328	281,525	152,827	200,517	72,029	104,420	67,145	99,917	42,699	142,656	115,108
Utah	1,490,273	1,419,435	100,220	26,145	305,155	139,245	219,387	98,923	107,734	59,893	112,810	66,565	191,312	161,777
Wyoming	707,799	668,621	43,957	20,464	102,994	61,562	90,138	14,993	34,389	24,466	38,789	18,557	48,963	40,274
PACIFIC	**38,721,913**	**35,117,278**	**3,066,495**	**1,019,996**	**10,184,241**	**5,204,057**	**6,242,381**	**2,416,874**	**3,167,466**	**2,137,086**	**2,494,315**	**1,042,430**	**4,461,641**	**3,345,022**
Alaska	716,960	667,023	89,645	25,710	168,805	84,666	121,788	37,779	59,541	35,068	54,551	23,293	83,244	60,124
California	29,148,786	26,357,198	2,330,713	754,836	7,802,064	3,932,837	4,706,939	1,873,958	2,404,806	1,652,730	1,879,124	770,611	3,575,432	2,698,850
Hawaii	1,183,957	1,011,964	139,571	55,030	418,828	257,860	246,865	75,600	123,837	73,500	66,532	29,300	112,215	79,820
Oregon	2,727,684	2,394,850	187,350	57,610	669,663	336,298	433,652	157,396	224,677	144,664	197,776	94,043	249,247	183,146
Washington	4,944,526	4,686,243	319,216	126,810	1,124,881	582,396	733,137	272,141	354,605	231,124	296,332	124,983	441,503	323,082
TOTAL UNITED STATES	**244,309,385**	**230,873,458**	**20,801,464**	**7,861,907**	**64,909,161**	**32,188,368**	**40,169,890**	**16,355,924**	**19,747,996**	**12,602,232**	**16,964,783**	**7,560,411**	**28,340,416**	**22,245,511**

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,743,983	1
New York, N.Y.	7,444,513	2
Chicago, Ill.	5,704,172	3
Philadelphia, Pa.	5,044,198	4
Washington, D.C.	4,281,208	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,110,353	6
Detroit, Mich.	4,074,925	7
Nassau - Suffolk, N.Y.	3,666,389	8
Houston, Tex.	3,629,550	9
St. Louis, Mo.	2,670,544	10
Minneapolis - St. Paul, Minn.	2,652,909	11
Dallas, Tex.	2,632,020	12
Baltimore, Md.	2,424,565	13
Anaheim - Santa Ana, Cal.	2,412,270	14
Atlanta, Ga.	2,358,413	15
Pittsburgh, Pa.	2,272,979	16
San Diego, Cal.	2,264,480	17
Oakland, Cal.	2,198,874	18
Cleveland, Ohio	2,133,471	19
Newark, N.J.	2,103,082	20
Seattle, Wash.	2,079,364	21
San Francisco, Cal.	2,071,952	22
Tampa - St. Petersburg - Clearwater, Fla.	1,993,677	23
Denver, Colo.	1,976,768	24
Riverside - San Bernardino, Cal.	1,939,945	25
Phoenix, Ariz.	1,873,566	26
Kansas City, Mo.-Kans.	1,701,617	27
Miami - Hialeah, Fla.	1,672,285	28
Bergen - Passaic, N.J.	1,658,090	29
San Jose, Cal.	1,642,673	30
Cincinnati, Ohio	1,413,602	31
Sacramento, Cal.	1,390,528	32
New Orleans, La.	1,388,521	33
Fort Worth - Arlington, Tex.	1,381,933	34
Milwaukee, Wisc.	1,356,380	35
Columbus, Ohio	1,265,512	36
Hartford - New Britain - Middletown - Bristol, Conn.	1,246,240	37
Middlesex - Somerset - Hunterdon, N.J.	1,210,054	38
Portland, Ore.	1,205,298	39
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,184,395	40
Indianapolis, Ind.	1,178,556	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,156,561	42
Rochester, N.Y.	1,102,224	43
San Antonio, Tex.	1,093,390	44
Norfolk - Virginia Beach - Newport News, Va.	1,075,050	45
Buffalo, N.Y.	1,059,199	46
Monmouth - Ocean, N.J.	1,054,214	47
Oklahoma City, Okla.	1,052,939	48
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,023,231	49
Memphis, Tenn.	1,016,048	50
Total Top 50	**115,286,290**	
Salt Lake City - Ogden, Utah	954,10[illegible]	51
Louisville, Ky.	952,859	52
Albany - Schenectady - Troy, N.Y.	949,836	53
Providence - Pawtucket - Woonsocket, R.I.	923,109	54
New Haven - Waterbury - Meriden, Conn.	921,950	55
Dayton - Springfield, Ohio	907,709	56
Nashville, Tenn.	906,070	57
Richmond - Petersburg, Va.	901,326	58
Birmingham, Ala.	867,176	59
Orlando, Fla.	851,077	60
Greensboro - Winston-Salem - High Point, N.C.	832,342	61
Honolulu, Haw.	828,726	62
West Palm Beach - Boca Raton - Delray Beach, Fla.	794,[illegible]09	63
Scranton - Wilkes-Barre, Pa.	766,[illegible]80	64
New Bedford - Fall River - Attleboro, Mass.	733,627	65
Tulsa, Okla.	728,825	66
Syracuse, N.Y.	723,658	67
Jacksonville, Fla.	719,694	68
Harrisburg - Lebanon - Carlisle, Pa.	716,234	69
Toledo, Ohio	702,184	70
Knoxville, Tenn.	701,480	71
Omaha, Neb.	691,205	72
Springfield, Mass.	684,488	73
Akron, Ohio	665,014	74
Gary - Hammond, Ind.	664,408	75
Allentown - Bethlehem, Pa.	663,736	76
Austin, Tex.	648,324	77
Worcester - Fitchburg - Leominster, Mass.	638,432	78
Oxnard - Ventura, Cal.	627,310	79
Las Vegas, Nev.	608,700	80
Jersey City, N.J.	607,784	81
Raleigh - Durham, N.C.	598,050	82
Fresno, Cal.	583,626	83
Grand Rapids, Mich.	574,998	84
Wilmington, Del.	565,039	85
Greenville - Spartanburg, S.C.	552,128	86
Chattanooga, Tenn.	547,303	87
Bakersfield, Cal.	538,376	88
Baton Rouge, La.	533,056	89
Tucson, Ariz.	525,668	90
Albuquerque, N.M.	521,250	91
Mobile, Ala.	518,828	92
Tacoma, Wash.	510,313	93
Little Rock - North Little Rock, Ark.	477,674	94
Youngstown - Warren, Ohio	476,985	95
Charleston, S.C.	464,859	96
Lansing - East Lansing, Mich.	456,797	97
Wichita, Kans.	454,224	98
Des Moines, Iowa	446,375	99
Santa Barbara - Santa Maria - Lompoc, Cal.	444,824	100
Total Top 100	**148,959,120**	
Beaumont - Port Arthur, Tex.	439,378	101
Johnson City - Kingsport - Bristol, Tenn.	436,114	102
Canton, Ohio	430,753	103
Lancaster, Pa.	429,303	104
Atlantic City, N.J.	421,060	105
Portsmouth - Dover - Rochester, N.H.	410,712	106
El Paso, Tex.	407,657	107
Spokane, Wash.	399,229	108
Stockton, Cal.	395,825	109
Vallejo - Fairfield - Napa, Cal.	391,987	110
Lake County, Ill.	391,816	111
Santa Rosa - Petaluma, Cal.	388,480	112
Flint, Mich.	388,366	113
Lakeland - Winter Haven, Fla.	384,139	114
Saginaw - Bay City - Midland, Mich.	380,931	115
Madison, Wisc.	380,005	116
Columbia, S.C.	376,066	117
Corpus Christi, Tex.	366,768	118
York, Pa.	358,068	119
Portland, Me.	354,861	120
Trenton, N.J.	354,673	121
Shreveport, La.	353,849	122
Davenport - Rock Island - Moline, Iowa-Ill.	351,538	123
Reading, Pa.	350,783	124
Jackson, Miss.	349,951	125
Manchester - Nashua, N.H.	347,492	126
Fort Wayne, Ind.	336,772	127
Lexington-Fayette, Ky.	335,117	128
Utica - Rome, N.Y.	331,815	129
Colorado Springs, Colo.	331,264	130
Evansville, Ind.	328,725	131
Daytona Beach, Fla.	328,337	132
Peoria, Ill.	319,936	133
Modesto, Cal.	317,858	134
Huntington - Ashland, W.Va.-Ky.	316,881	135
Anchorage, Alas.	313,825	136
Aurora - Elgin, Ill.	308,362	137
Orange County, N.Y.	304,227	138
Reno, Nev.	301,053	139
Fort Myers - Cape Coral, Fla.	297,223	140
Boulder - Longmont, Colo.	294,018	141
Pensacola, Fla.	292,956	142
Augusta, Ga.	289,488	143
Visalia - Tulare - Porterville, Cal.	288,212	144
Duluth, Minn.	288,178	145
Melbourne - Titusville - Palm Bay, Fla.	285,292	146
Charleston, W.Va.	279,944	147
Sarasota, Fla.	279,029	148
Salinas - Seaside - Monterey, Cal.	276,739	149
Poughkeepsie, N.Y.	276,472	150
Total Top 150	**166,320,647**	
Erie, Pa.	275,839	151
McAllen - Edinburg - Mission, Tex.	275,052	152
Binghamton, N.Y.	274,743	153
New London - Norwich, Conn.	266,670	154
Galveston - Texas City, Tex.	264,753	155
Montgomery, Ala.	263,049	156
Rockford, Ill.	262,182	157
Joliet, Ill.	262,033	158
Appleton - Oshkosh - Neenah, Wisc.	261,083	159
Springfield, Mo.	257,500	160
Macon - Warner Robins, Ga.	252,607	161
Lorain - Elyria, Ohio	247,347	162
South Bend - Mishawaka, Ind.	246,049	163
Eugene - Springfield, Ore.	244,701	164
Hamilton - Middletown, Ohio	244,155	165
Santa Cruz, Cal.	243,572	166
Johnstown, Pa.	242,429	167
Ann Arbor, Mich.	240,077	168
Lubbock, Tex.	239,787	169
Brownsville - Harlingen, Tex.	238,120	170
Longview - Marshall, Tex.	229,385	171
Savannah, Ga.	224,432	172
Brazoria, Tex.	222,789	173
Roanoke, Va.	221,497	174
Lafayette, La.	220,795	175
Salem, Ore.	218,680	176
Amarillo, Tex.	214,724	177
Fort Pierce, Fla.	211,452	178
Niagara Falls, N.Y.	210,437	179
Hickory, N.C.	209,621	180
Beaver County, Pa.	208,298	181
Odessa, Tex.	207,272	182
Lake Charles, La.	206,264	183
Pittsfield, Mass.	204,721	184
Chico, Cal.	204,191	185
Gainesville, Fla.	201,439	186
Fayetteville, N.C.	196,702	187
Vancouver, Wash.	196,247	188
Houma - Thibodaux, La.	195,408	189
Waco, Tex.	194,486	190
Elkhart - Goshen, Ind.	192,107	191
Killeen - Temple, Tex.	191,436	192
Topeka, Kans.	190,177	193
Lincoln, Neb.	189,686	194
Wheeling, W.Va.	189,380	195
Huntsville, Ala.	188,830	196
Yakima, Wash.	188,800	197
Boise, Ida.	184,369	198
Kalamazoo, Mich.	183,133	199
Bradenton, Fla.	180,284	200
Total Top 200	**177,499,437**	
Tallahassee, Fla.	179,609	201
Asheville, N.C.	179,366	202
Biloxi - Gulfport, Miss.	179,117	203
Fort Collins - Loveland, Colo.	177,200	204
Cedar Rapids, Iowa	176,557	205
Columbus, Ga.	174,543	206
Springfield, Ill.	174,469	207
Provo - Orem, Utah	172,211	208
Vineland - Millville - Bridgeton, N.J.	172,206	209
Ocala, Fla.	171,899	210
Midland, Tex.	171,704	211
St. Cloud, Minn.	168,628	212
Olympia, Wash.	166,108	213
Racine, Wisc.	163,318	214
Naples, Fla.	159,574	215
Redding, Cal.	158,036	216
Anderson, Ind.	156,663	217
Joplin, Mo.	155,599	218
Billings, Mont.	153,403	219
Bryan - College Station, Tex.	152,901	220
Richland - Kennewick - Pasco, Wash.	150,987	221
Tuscaloosa, Ala.	150,656	222
Steubenville - Weirton, Ohio-W.Va.	149,450	223
Bremerton, Wash.	149,370	224
Parkersburg - Marietta, W.Va.-Ohio	148,821	225
Tyler, Tex.	147,691	226
Bangor, Me.	145,963	227
Burlington, Vt.	145,905	228
Altoona, Pa.	145,785	229
Lima, Ohio	145,573	230
Terre Haute, Ind.	145,222	231
Green Bay, Wisc.	144,591	232
Janesville - Beloit, Wisc.	143,329	233
Charlottesville, Va.	142,848	234
Waterloo - Cedar Falls, Iowa	141,892	235
Pueblo, Colo.	140,932	236
Muskegon, Mich.	139,738	237
Lynchburg, Va.	138,563	238
Champaign - Urbana - Rantoul, Ill.	138,528	239
Laredo, Tex.	138,244	240
Pascagoula, Miss.	137,470	241
Muncie, Ind.	135,652	242
Abilene, Tex.	135,610	243
Wilmington, N.C.	134,641	244
Glens Falls, N.Y.	134,362	245
Monroe, La.	134,024	246
Fargo - Moorhead, N.D.-Minn.	133,410	247
Fort Smith, Ark.	132,415	248
Bellingham, Wash.	130,139	249
Athens, Ga.	129,625	250
Total Top 250	**185,093,904**	
Kenosha, Wisc.	129,483	251
Sioux City, Iowa	128,640	252
Williamsport, Pa.	128,581	253
Anderson, S.C.	128,410	254
Dothan, Ala.	128,330	255
Eau Claire, Wisc.	126,555	256
Medford, Ore.	125,829	257
Jackson, Mich.	125,537	258
Rochester, Minn.	125,521	259
Wichita Falls, Tex.	124,488	260
Lewiston - Auburn, Me.	123,536	261
Benton Harbor, Mich.	121,686	262
Greeley, Colo.	120,949	263
Clarksville - Hopkinsville, Tenn.-Ky.	119,383	264
St. Joseph, Mo.	118,778	265
Lawton, Okla.	118,356	266
Battle Creek, Mich.	117,627	267
Texarkana, Tex.-Ark.	117,290	268
Santa Fe, N.M.	115,884	269
Burlington, N.C.	115,750	270
Sioux Falls, S.D.	115,470	271
Alexandria, La.	114,758	272
Florence, Ala.	114,265	273
Mansfield, Ohio	114,031	274
Sharon, Pa.	113,181	275
Fort Walton Beach, Fla.	113,090	276
Albany, Ga.	112,113	277
Casper, Wyo.	111,085	278
Yuba City, Cal.	109,710	279
Columbia, Mo.	109,576	280
Kokomo, Ind.	108,987	281
Decatur, Ill.	107,921	282
San Angelo, Tex.	107,813	283
Gadsden, Ala.	106,512	284
Lafayette - West Lafayette, Ind.	106,490	285
Florence, S.C.	106,303	286
Hagerstown, Md.	105,122	287
State College, Pa.	104,338	288
Bloomington - Normal, Ill.	101,429	289
Wausau, Wisc.	99,426	290
Cumberland, Md.	98,842	291
Owensboro, Ky.	98,549	292
Danville, Va.	97,548	293
Bloomington, Ind.	95,135	294
Sherman - Denison, Tex.	94,638	295
Fayetteville - Springdale, Ark.	94,493	296
Sheboygan, Wisc.	92,920	297
La Crosse, Wisc.	92,789	298
Panama City, Fla.	91,732	299
Las Cruces, N.M.	90,501	300
Victoria, Tex.	90,197	301
Kankakee, Ill.	90,092	302
Anniston, Ala.	89,900	303
Rapid City, S.D.	88,572	304
Pine Bluff, Ark.	88,375	305
Jacksonville, N.C.	85,333	306
Elmira, N.Y.	83,603	307
Dubuque, Iowa	82,346	308
Jackson, Tenn.	80,021	309
Bismarck, N.D.	79,617	310
Iowa City, Iowa	76,160	311
Cheyenne, Wyo.	75,356	312
Enid, Okla.	74,700	313
Great Falls, Mont.	73,938	314
Lawrence, Kans.	65,203	315
Grand Forks, N.D.	44,081	316
Total Above Areas	**191,950,858**	
Percent of U.S.	**78.5688**	
U.S. Total	**244,309,385**	

HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	788,933	1
New York, N.Y.	745,544	2
Chicago, Ill.	636,076	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	584,576	4
Detroit, Mich.	492,616	5
Washington, D.C.	484,337	6
Philadelphia, Pa.	406,602	7
Atlanta, Ga.	321,520	8
Houston, Tex.	302,992	9
Nassau - Suffolk, N.Y.	285,781	10
Anaheim - Santa Ana, Cal.	228,434	11
St. Louis, Mo.	225,055	12
Miami - Hialeah, Fla.	214,260	13
Phoenix, Ariz.	203,715	14
Dallas, Tex.	198,906	15
Minneapolis - St. Paul, Minn.	198,045	16
Cleveland, Ohio	194,094	17
San Diego, Cal.	182,856	18
Pittsburgh, Pa.	182,145	19
Oakland, Cal.	165,265	20
Newark, N.J.	164,559	21
Bergen - Passaic, N.J.	156,670	22
Riverside - San Bernardino, Cal.	153,993	23
San Francisco, Cal.	150,376	24
Kansas City, Mo.-Kans.	149,689	25
Tampa - St. Petersburg - Clearwater, Fla.	146,415	26
Seattle, Wash.	144,032	27
Baltimore, Md.	133,545	28
San Jose, Cal.	131,310	29
New Orleans, La.	127,794	30
Denver, Colo.	122,352	31
Cincinnati, Ohio	122,135	32
San Antonio, Tex.	120,751	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	120,467	34
Milwaukee, Wisc.	118,540	35
Honolulu, Haw.	114,523	36
Oklahoma City, Okla.	109,806	37
Sacramento, Cal.	105,434	38
Fort Worth - Arlington, Tex.	98,295	39
Louisville, Ky.	97,130	40
Hartford - New Britain - Middletown - Bristol, Conn.	96,837	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	96,035	42
Columbus, Ohio	95,754	43
Middlesex - Somerset - Hunterdon, N.J.	92,892	44
Richmond - Petersburg, Va.	92,430	45
Indianapolis, Ind.	92,112	46
Portland, Ore.	89,059	47
Buffalo, N.Y.	83,939	48
Norfolk - Virginia Beach - Newport News, Va.	82,317	49
Nashville, Tenn.	80,830	50
Total Top 50	**10,531,773**	
Memphis, Tenn.	80,293	51
Bridgeport - Stamford - Norwalk - Danbury, Conn.	78,887	52
Greensboro - Winston-Salem - High Point, N.C.	78,662	53
Monmouth - Ocean, N.J.	76,458	54
Albany - Schenectady - Troy, N.Y.	75,117	55
West Palm Beach - Boca Raton - Delray Beach, Fla.	74,446	56
Dayton - Springfield, Ohio	73,876	57
Orlando, Fla.	72,967	58
Rochester, N.Y.	72,475	59
Providence - Pawtucket - Woonsocket, R.I.	72,311	60
Tucson, Ariz.	71,832	61
Greenville - Spartanburg, S.C.	70,507	62
Tulsa, Okla.	69,631	63
Birmingham, Ala.	69,544	64
Salt Lake City - Ogden, Utah	69,490	65
Raleigh - Durham, N.C.	68,904	66
Toledo, Ohio	68,594	67
Jacksonville, Fla.	65,706	68
Las Vegas, Nev.	65,214	69
Austin, Tex.	63,904	70
Worcester - Fitchburg - Leominster, Mass.	61,542	71
Flint, Mich.	61,455	72
New Haven - Waterbury - Meriden, Conn.	60,827	73
Gary - Hammond, Ind.	59,326	74
Akron, Ohio	56,178	75
Knoxville, Tenn.	55,977	76
Grand Rapids, Mich.	55,801	77
Scranton - Wilkes-Barre, Pa.	55,609	78
Anchorage, Alas.	51,979	79
Jersey City, N.J.	51,574	80
Omaha, Neb.	51,383	81
Baton Rouge, La.	50,896	82
Columbia, S.C.	48,542	83
Harrisburg - Lebanon - Carlisle, Pa.	48,228	84
Springfield, Mass.	46,970	85
Oxnard - Ventura, Cal.	46,680	86
Lake County, Ill.	46,464	87
Charleston, S.C.	45,679	88
Allentown - Bethlehem, Pa.	45,543	89
Wilmington, Del.	45,505	90
Mobile, Ala.	43,044	91
Fresno, Cal.	40,951	92
Little Rock - North Little Rock, Ark.	40,126	93
Chattanooga, Tenn.	39,911	94
Portsmouth - Dover - Rochester, N.H.	39,572	95
Youngstown - Warren, Ohio	39,034	96
El Paso, Tex.	38,792	97
Canton, Ohio	38,719	98
Syracuse, N.Y.	37,893	99
Corpus Christi, Tex.	37,819	100
Total Top 100	**12,412,610**	
Jackson, Miss.	37,585	101
New Bedford - Fall River - Attleboro, Mass.	36,991	102
Saginaw - Bay City - Midland, Mich.	36,373	103
Augusta, Ga.	35,771	104
Atlantic City, N.J.	35,717	105
Albuquerque, N.M.	35,535	106
Beaumont - Port Arthur, Tex.	34,740	107
Lansing - East Lansing, Mich.	34,637	108
Spokane, Wash.	34,499	109
Wichita, Kans.	34,480	110
Evansville, Ind.	34,378	111
Tacoma, Wash.	34,166	112
Des Moines, Iowa	34,058	113
Shreveport, La.	33,552	114
Manchester - Nashua, N.H.	32,058	115
Madison, Wisc.	31,686	116
Davenport - Rock Island - Moline, Iowa-Ill.	31,606	117
Ann Arbor, Mich.	31,221	118
Springfield, Mo.	31,107	119
Johnson City - Kingsport - Bristol, Tenn.	31,073	120
Aurora - Elgin, Ill.	31,005	121
Macon - Warner Robins, Ga.	32,977	122
Daytona Beach, Fla.	30,641	123
Brownsville - Harlingen, Tex.	30,437	124
Santa Barbara - Santa Maria - Lompoc, Cal.	29,947	125
Lexington-Fayette, Ky.	29,572	126
Binghamton, N.Y.	28,965	127
Trenton, N.J.	28,857	128
Reno, Nev.	28,853	129
Laredo, Tex.	28,218	130
Modesto, Cal.	28,184	131
Melbourne - Titusville - Palm Bay, Fla.	28,156	132
Bakersfield, Cal.	28,117	133
Salinas - Seaside - Monterey, Cal.	27,996	134
Montgomery, Ala.	27,897	135
Charleston, W.Va.	27,625	136
Poughkeepsie, N.Y.	26,905	137
Huntington - Ashland, W.Va.-Ky.	26,822	138
Fort Wayne, Ind.	26,767	139
Joliet, Ill.	26,304	140
Stockton, Cal.	26,144	141
McAllen - Edinburg - Mission, Tex.	25,931	142
Odessa, Tex.	25,712	143
Lubbock, Tex.	25,676	144
Santa Rosa - Petaluma, Cal.	25,666	145
Reading, Pa.	25,589	146
Lancaster, Pa.	24,648	147
Sarasota, Fla.	24,365	148
Peoria, Ill.	23,915	149
Savannah, Ga.	23,605	150
Total Top 150	**14,917,339**	
Pensacola, Fla.	23,282	151
York, Pa.	23,136	152
Fort Myers - Cape Coral, Fla.	22,905	153
Lakeland - Winter Haven, Fla.	22,562	154
Rockford, Ill.	22,346	155
Orange County, N.Y.	22,245	156
Colorado Springs, Colo.	22,203	157
Green Bay, Wisc.	21,939	158
Portland, Me.	21,357	159
Roanoke, Va.	21,313	160
Kalamazoo, Mich.	20,957	161
Appleton - Oshkosh - Neenah, Wisc.	20,540	162
Waco, Tex.	20,351	163
Erie, Pa.	20,322	164
Boise, Ida.	20,112	165
Amarillo, Tex.	20,088	166
Vallejo - Fairfield - Napa, Cal.	19,801	167
Hamilton - Middletown, Ohio	19,426	168
Lafayette, La.	19,345	169
Abilene, Tex.	19,175	170
Springfield, Ill.	19,015	171
Topeka, Kans.	18,701	172
Midland, Tex.	18,527	173
Duluth, Minn.	18,518	174
Hickory, N.C.	18,303	175
Visalia - Tulare - Porterville, Cal.	18,234	176
Lorain - Elyria, Ohio	18,129	177
Lincoln, Neb.	18,091	178
Biloxi - Gulfport, Miss.	17,979	179
Fayetteville, N.C.	17,968	180
South Bend - Mishawaka, Ind.	17,858	181
Houma - Thibodaux, La.	17,834	182
Champaign - Urbana - Rantoul, Ill.	17,596	183
Cedar Rapids, Iowa	17,278	184
Huntsville, Ala.	17,152	185
Gainesville, Fla.	17,104	186
Longview - Marshall, Tex.	16,907	187
Asheville, N.C.	16,720	188
Tallahassee, Fla.	16,640	189
Niagara Falls, N.Y.	16,502	190
Eugene - Springfield, Ore.	16,468	191
Lake Charles, La.	16,252	192
Santa Cruz, Cal.	16,005	193
Columbus, Ga.	15,915	194
Utica - Rome, N.Y.	15,597	195
Fort Pierce, Fla.	15,475	196
Boulder - Longmont, Colo.	15,410	197
Beaver County, Pa.	15,330	198
Alexandria, La.	15,312	199
Joplin, Mo.	15,277	200
Total Top 200	**15,852,841**	
Anderson, S.C.	15,181	201
Bradenton, Fla.	15,111	202
Athens, Ga.	14,892	203
Galveston - Texas City, Tex.	14,817	204
Killeen - Temple, Tex.	14,754	205
Wheeling, W.Va.	14,665	206
Rochester, Minn.	14,554	207
Terre Haute, Ind.	14,341	208
Decatur, Ill.	13,985	209
Fort Smith, Ark.	13,954	210
Janesville - Beloit, Wisc.	13,895	211
Benton Harbor, Mich.	13,867	212
Vancouver, Wash.	13,811	213
Parkersburg - Marietta, W.Va.-Ohio	13,639	214
Ocala, Fla.	13,489	215
Wilmington, N.C.	13,360	216
Bloomington - Normal, Ill.	13,351	217
Brazoria, Tex.	13,207	218
Florence, S.C.	13,182	219
Fayetteville - Springdale, Ark.	13,176	220
Billings, Mont.	12,909	221
Chico, Cal.	12,886	222
Salem, Ore.	12,871	223
New London - Norwich, Conn.	12,687	224
Lima, Ohio	12,516	225
Muncie, Ind.	12,490	226
Waterloo - Cedar Falls, Iowa	12,439	227
San Angelo, Tex.	12,367	228
Yakima, Wash.	12,209	229
Naples, Fla.	12,064	230
Redding, Cal.	12,055	231
Wichita Falls, Tex.	12,024	232
Texarkana, Tex.-Ark.	11,914	233
Provo - Orem, Utah	11,839	234
Lynchburg, Va.	11,779	235
Tuscaloosa, Ala.	11,779	235
La Crosse, Wisc.	11,729	237
Fargo - Moorhead, N.D.-Minn.	11,540	238
Burlington, Vt.	11,508	239
Racine, Wisc.	11,470	240
St. Cloud, Minn.	11,398	241
Jackson, Mich.	11,277	242
Pittsfield, Mass.	11,248	243
Santa Fe, N.M.	11,146	244
Monroe, La.	11,111	245
Charlottesville, Va.	11,088	246
Battle Creek, Mich.	10,991	247
Lafayette - West Lafayette, Ind.	10,962	248
Elkhart - Goshen, Ind.	10,944	249
Glens Falls, N.Y.	10,913	250
Total Top 250	**16,[illegible],225**	
Johnstown, Pa.	10,863	251
Mansfield, Ohio	10,859	252
Dothan, Ala.	10,797	253
Burlington, N.C.	10,796	254
Richland - Kennewick - Pasco, Wash.	10,765	255
Pascagoula, Miss.	10,700	256
Florence, Ala.	10,424	257
Bangor, Me.	10,378	258
Owensboro, Ky.	10,360	259
Tyler, Tex.	10,275	260
Clarksville - Hopkinsville, Tenn.-Ky.	10,219	261
Steubenville - Weirton, Ohio-W.Va.	10,126	262
Bremerton, Wash.	10,096	263
Altoona, Pa.	10,094	264
Vineland - Millville - Bridgeton, N.J.	9,864	265
Fort Walton Beach, Fla.	9,805	266
Hagerstown, Md.	9,752	267
Jackson, Tenn.	9,472	268
Panama City, Fla.	9,439	269
Kokomo, Ind.	9,373	270
Sioux Falls, S.D.	9,357	271
Muskegon, Mich.	9,346	272
Cumberland, Md.	9,315	273
Sioux City, Iowa	9,287	274
Victoria, Tex.	9,046	275
Albany, Ga.	9,041	276
Kenosha, Wisc.	8,969	277
Anderson, Ind.	8,878	278
Williamsport, Pa.	8,851	279
Olympia, Wash.	8,358	280
Medford, Ore.	8,344	281
Lawton, Okla.	8,330	282
Las Cruces, N.M.	8,315	283
Sherman - Denison, Tex.	8,150	284
Danville, Va.	8,132	285
Sheboygan, Wisc.	8,127	286
Rapid City, S.D.	8,037	287
State College, Pa.	7,964	288
Wausau, Wisc.	7,958	289
Bismarck, N.D.	7,956	290
Sharon, Pa.	7,949	291
Casper, Wyo.	7,911	292
Jacksonville, N.C.	7,843	293
Enid, Okla.	7,823	294
Bryan - College Station, Tex.	7,783	295
Anniston, Ala.	7,713	296
Fort Collins - Loveland, Colo.	7,608	297
Bloomington, Ind.	7,426	298
Elmira, N.Y.	7,413	299
Pueblo, Colo.	7,318	300
Dubuque, Iowa	7,030	301
Yuba City, Cal.	7,012	302
Columbia, Mo.	6,878	303
Bellingham, Wash.	6,847	304
Cheyenne, Wyo.	6,758	305
Eau Claire, Wisc.	6,683	306
Grand Forks, N.D.	6,008	307
Kankakee, Ill.	5,981	308
Iowa City, Iowa	5,894	309
Gadsden, Ala.	5,799	310
Lewiston - Auburn, Me.	5,669	311
Pine Bluff, Ark.	5,544	312
Great Falls, Mont.	5,539	313
Greeley, Colo.	5,506	314
St. Joseph, Mo.	5,021	315
Lawrence, Kans.	4,726	316
Total Above Areas	**17,038,125**	
Percent of U.S.	**81.9083**	
U.S. Total	**20,801,464**	

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	3,138,454	1
Los Angeles - Long Beach, Cal.	2,623,622	2
Chicago, Ill.	2,328,807	3
Philadelphia, Pa.	1,653,439	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,542,363	5
Washington, D.C.	1,266,102	6
Detroit, Mich.	1,240,706	7
Nassau - Suffolk, N.Y.	1,080,172	8
Houston, Tex.	1,068,789	9
Dallas, Tex.	807,270	10
Anaheim - Santa Ana, Cal.	789,929	11
Atlanta, Ga.	776,160	12
San Francisco, Cal.	744,330	13
St. Louis, Mo.	734,618	14
Miami - Hialeah, Fla.	728,469	15
Minneapolis - St. Paul, Minn.	722,736	16
Pittsburgh, Pa.	676,119	17
Bergen - Passaic, N.J.	661,228	18
Baltimore, Md.	634,051	19
Oakland, Cal.	631,190	20
Cleveland, Ohio	600,579	21
Seattle, Wash.	590,746	22
San Diego, Cal.	568,865	23
Indianapolis, Ind.	556,327	24
Newark, N.J.	542,519	25
Phoenix, Ariz.	535,228	26
San Jose, Cal.	531,548	27
Kansas City, Mo.-Kans.	472,805	28
Denver, Colo.	446,360	29
Cincinnati, Ohio	427,965	30
New Orleans, La.	410,538	31
Tampa - St. Petersburg - Clearwater, Fla.	402,716	32
Portland, Ore.	393,360	33
Fort Worth - Arlington, Tex.	383,850	34
Riverside - San Bernardino, Cal.	373,149	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	364,438	36
Milwaukee, Wisc.	363,559	37
Hartford - New Britain - Middletown - Bristol, Conn.	359,202	38
Middlesex - Somerset - Hunterdon, N.J.	350,428	39
Bridgeport - Stamford - Norwalk - Danbury, Conn.	341,879	40
Norfolk - Virginia Beach - Newport News, Va.	340,799	41
Oklahoma City, Okla.	339,204	42
Columbus, Ohio	338,135	43
Louisville, Ky.	323,217	44
Memphis, Tenn.	321,433	45
Honolulu, Haw.	320,098	46
San Antonio, Tex.	316,217	47
Sacramento, Cal.	298,474	48
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	291,417	49
Nashville, Tenn.	279,423	50
Total Top 50	**36,033,043**	
Greensboro - Winston-Salem - High Point, N.C.	270,799	51
West Palm Beach - Boca Raton - Delray Beach, Fla.	265,028	52
Birmingham, Ala.	264,905	53
Buffalo, N.Y.	263,877	54
Providence - Pawtucket - Woonsocket, R.I.	261,368	55
Rochester, N.Y.	251,918	56
New Haven - Waterbury - Meriden, Conn.	246,812	57
Dayton - Springfield, Ohio	242,306	58
Monmouth - Ocean, N.J.	233,650	59
Albany - Schenectady - Troy, N.Y.	231,026	60
Richmond - Petersburg, Va.	230,771	61
Salt Lake City - Ogden, Utah	229,257	62
Orlando, Fla.	223,170	63
Scranton - Wilkes-Barre, Pa.	212,085	64
Las Vegas, Nev.	199,763	65
Austin, Tex.	197,427	66
Tulsa, Okla.	197,219	67
Knoxville, Tenn.	196,138	68
Raleigh - Durham, N.C.	195,632	69
Toledo, Ohio	195,328	70
Jacksonville, Fla.	186,703	71
Springfield, Mass.	177,467	72
Omaha, Neb.	175,493	73
Worcester - Fitchburg - Leominster, Mass.	174,914	74
Allentown - Bethlehem, Pa.	173,787	75
Syracuse, N.Y.	173,543	76
Wilmington, Del.	169,042	77
Grand Rapids, Mich.	164,245	78
Harrisburg - Lebanon - Carlisle, Pa.	158,843	79
Baton Rouge, La.	158,673	80
New Bedford - Fall River - Attleboro, Mass.	155,853	81
El Paso, Tex.	152,650	82
Reading, Pa.	151,838	83
Little Rock - North Little Rock, Ark.	149,516	84
Gary - Hammond, Ind.	149,299	85
Tucson, Ariz.	148,522	86
Greenville - Spartanburg, S.C.	148,318	87
Akron, Ohio	146,306	88
Lake County, Ill.	145,591	89
Oxnard - Ventura, Cal.	141,227	90
Jersey City, N.J.	139,239	91
Youngstown - Warren, Ohio	138,638	92
St. Cloud, Minn.	131,357	93
Lexington-Fayette, Ky.	129,355	94
Jackson, Miss.	126,511	95
Manchester - Nashua, N.H.	126,298	96
Albuquerque, N.M.	124,806	97
Saginaw - Bay City - Midland, Mich.	123,501	98
Fresno, Cal.	120,118	99
Beaumont - Port Arthur, Tex.	117,344	100
Total Top 100	**45,124,697**	
Flint, Mich.	116,822	101
Trenton, N.J.	116,763	102
Des Moines, Iowa	114,824	103
Chattanooga, Tenn.	113,473	104
Tacoma, Wash.	111,889	105
Wichita, Kans.	111,592	106
McAllen - Edinburg - Mission, Tex.	111,092	107
Anchorage, Alas.	107,133	108
Columbia, S.C.	106,140	109
Mobile, Ala.	105,197	110
Salinas - Seaside - Monterey, Cal.	104,590	111
Canton, Ohio	103,381	112
Lansing - East Lansing, Mich.	103,224	113
Atlantic City, N.J.	101,740	114
Santa Barbara - Santa Maria - Lompoc, Cal.	100,949	115
Charleston, S.C.	100,415	116
Spokane, Wash.	100,230	117
Johnson City - Kingsport - Bristol, Tenn.	99,576	118
Bakersfield, Cal.	98,372	119
Davenport - Rock Island - Moline, Iowa-Ill.	98,206	120
Fort Wayne, Ind.	97,501	121
Shreveport, La.	97,111	122
Evansville, Ind.	96,777	123
Portland, Me.	96,501	124
Laredo, Tex.	95,848	125
Huntington - Ashland, W.Va.-Ky.	94,442	126
Portsmouth - Dover - Rochester, N.H.	92,910	127
Corpus Christi, Tex.	92,151	128
Lancaster, Pa.	90,321	129
Madison, Wisc.	88,892	130
Santa Rosa - Petaluma, Cal.	87,869	131
York, Pa.	87,667	132
Aurora - Elgin, Ill.	87,402	133
Reno, Nev.	86,397	134
Sarasota, Fla.	86,306	135
Augusta, Ga.	85,113	136
Colorado Springs, Colo.	84,381	137
Peoria, Ill.	84,115	138
Modesto, Cal.	78,627	139
Utica - Rome, N.Y.	77,922	140
Brownsville - Harlingen, Tex.	77,832	141
Montgomery, Ala.	76,264	142
Stockton, Cal.	76,205	143
Roanoke, Va.	74,556	144
Ann Arbor, Mich.	74,192	145
Lubbock, Tex.	74,065	146
Rockford, Ill.	73,439	147
Kalamazoo, Mich.	73,258	148
Lakeland - Winter Haven, Fla.	72,575	149
Pensacola, Fla.	72,538	150
Total Top 150	**49,783,610**	
Joliet, Ill.	72,508	151
Lafayette, La.	72,165	152
Melbourne - Titusville - Palm Bay, Fla.	71,138	153
Orange County, N.Y.	70,956	154
Springfield, Ill.	69,664	155
Macon - Warner Robins, Ga.	68,794	156
Savannah, Ga.	67,930	157
South Bend - Mishawaka, Ind.	67,636	158
Daytona Beach, Fla.	66,193	159
Fort Myers - Cape Coral, Fla.	65,925	160
Binghamton, N.Y.	65,773	161
Erie, Pa.	65,399	162
Charleston, W.Va.	65,337	163
Springfield, Mo.	64,620	164
Vallejo - Fairfield - Napa, Cal.	64,315	165
Appleton - Oshkosh - Neenah, Wisc.	63,393	166
Huntsville, Ala.	61,577	167
Eugene - Springfield, Ore.	60,956	168
Poughkeepsie, N.Y.	60,764	169
Duluth, Minn.	60,174	170
Amarillo, Tex.	58,134	171
Wheeling, W.Va.	56,965	172
Fayetteville, N.C.	56,467	173
Visalia - Tulare - Porterville, Cal.	56,128	174
Tyler, Tex.	55,421	175
Salem, Ore.	54,716	176
Tallahassee, Fla.	54,693	177
Galveston - Texas City, Tex.	54,556	178
Green Bay, Wisc.	54,009	179
Cedar Rapids, Iowa	53,738	180
New London - Norwich, Conn.	53,546	181
Asheville, N.C.	52,920	182
Columbus, Ga.	52,746	183
Niagara Falls, N.Y.	52,440	184
Waco, Tex.	51,209	185
Beaver County, Pa.	51,179	186
Lincoln, Neb.	50,578	187
Boulder - Longmont, Colo.	50,146	188
Fargo - Moorhead, N.D.-Minn.	49,343	189
Champaign - Urbana - Rantoul, Ill.	49,069	190
Longview - Marshall, Tex.	48,925	191
Killeen - Temple, Tex.	48,420	192
Mansfield, Ohio	48,342	193
Hickory, N.C.	47,788	194
Biloxi - Gulfport, Miss.	47,777	195
Lorain - Elyria, Ohio	47,251	196
Gainesville, Fla.	46,996	197
Terre Haute, Ind.	45,798	198
Wilmington, N.C.	45,175	199
Rochester, Minn.	44,848	200
Total Top 200	**52,646,180**	
Monroe, La.	44,760	201
Wichita Falls, Tex.	44,215	202
Odessa, Tex.	44,105	203
Lynchburg, Va.	43,150	204
Lake Charles, La.	43,022	205
Charlottesville, Va.	42,931	206
Lima, Ohio	42,430	207
Yakima, Wash.	42,355	208
Houma - Thibodaux, La.	41,832	209
Bloomington - Normal, Ill.	41,828	210
Santa Cruz, Cal.	41,794	211
Burlington, Vt.	41,369	212
Vancouver, Wash.	41,348	213
Johnstown, Pa.	41,205	214
Provo - Orem, Utah	40,767	215
Burlington, N.C.	40,576	216
Altoona, Pa.	40,291	217
Topeka, Kans.	39,344	218
Pittsfield, Mass.	39,226	219
Tuscaloosa, Ala.	39,156	220
Abilene, Tex.	38,910	221
Billings, Mont.	38,438	222
Fort Smith, Ark.	38,324	223
Sioux Falls, S.D.	38,322	224
Parkersburg - Marietta, W.Va.-Ohio	38,243	225
Alexandria, La.	38,095	226
Midland, Tex.	37,390	227
Sharon, Pa.	36,538	228
Richland - Kennewick - Pasco, Wash.	36,457	229
Racine, Wisc.	36,045	230
Brazoria, Tex.	36,042	231
Fort Pierce, Fla.	36,034	232
Waterloo - Cedar Falls, Iowa	35,260	233
Athens, Ga.	35,197	234
Dothan, Ala.	34,688	235
Sioux City, Iowa	34,671	236
Lafayette - West Lafayette, Ind.	34,631	237
Bradenton, Fla.	34,574	238
Albany, Ga.	34,462	239
Jackson, Tenn.	34,120	240
Naples, Fla.	34,121	241
Florence, Ala.	33,899	242
Williamsport, Pa.	33,863	243
Decatur, Ill.	33,832	244
Hamilton - Middletown, Ohio	33,745	245
Fort Collins - Loveland, Colo.	33,463	246
Elmira, N.Y.	32,842	247
Bangor, Me.	32,802	248
Boise, Ida.	32,533	249
Ocala, Fla.	32,415	250
Total Top 250	**54,544,888**	
Joplin, Mo.	32,191	251
Bryan - College Station, Tex.	32,116	252
Clarksville - Hopkinsville, Tenn.-Ky.	32,099	253
Steubenville - Weirton, Ohio-W.Va.	32,029	254
Olympia, Wash.	31,980	255
Muncie, Ind.	31,904	256
Benton Harbor, Mich.	31,616	257
Janesville - Beloit, Wisc.	31,296	258
Elkhart - Goshen, Ind.	31,112	259
Chico, Cal.	30,996	260
Muskegon, Mich.	30,833	261
State College, Pa.	30,552	262
Hagerstown, Md.	30,313	263
Texarkana, Tex.-Ark.	29,995	264
Anderson, Ind.	29,735	265
La Crosse, Wisc.	29,594	266
Florence, S.C.	29,477	267
Kokomo, Ind.	29,267	268
Cumberland, Md.	29,235	269
St. Joseph, Mo.	28,946	270
Jackson, Mich.	28,883	271
San Angelo, Tex.	28,391	272
Columbia, Mo.	27,909	273
Vineland - Millville - Bridgeton, N.J.	27,873	274
Medford, Ore.	27,859	275
Anderson, S.C.	27,807	276
Eau Claire, Wisc.	27,640	277
Fort Walton Beach, Fla.	27,243	278
Lawton, Okla.	26,920	279
Anniston, Ala.	26,730	280
Pascagoula, Miss.	26,479	281
Fayetteville - Springdale, Ark.	26,414	282
Redding, Cal.	26,310	283
Glens Falls, N.Y.	26,166	284
Dubuque, Iowa	25,869	285
Pueblo, Colo.	25,795	286
Grand Forks, N.D.	25,550	287
Bellingham, Wash.	25,327	288
Panama City, Fla.	25,225	289
Bloomington, Ind.	25,121	290
Victoria, Tex.	24,939	291
Bismarck, N.D.	24,877	292
Owensboro, Ky.	24,484	293
Bremerton, Wash.	24,454	294
Great Falls, Mont.	24,402	295
Yuba City, Cal.	23,811	296
Battle Creek, Mich.	23,621	297
Danville, Va.	23,393	298
Santa Fe, N.M.	23,079	299
Rapid City, S.D.	22,658	300
Kenosha, Wisc.	22,360	301
Pine Bluff, Ark.	22,018	302
Wausau, Wisc.	21,899	303
Sherman - Denison, Tex.	21,509	304
Jacksonville, N.C.	21,089	305
Gadsden, Ala.	20,286	306
Greeley, Colo.	20,008	307
Casper, Wyo.	19,921	308
Kankakee, Ill.	18,748	309
Lewiston - Auburn, Me.	18,497	310
Cheyenne, Wyo.	18,485	311
Enid, Okla.	18,239	312
Iowa City, Iowa	18,209	313
Las Cruces, N.M.	17,514	314
Sheboygan, Wisc.	15,606	315
Lawrence, Kans.	9,987	316
Total Above Areas	**56,258,343**	
Percent of U.S.	**86.6479**	
U.S. Total	**64,929,161**	

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,761,245	1
Los Angeles - Long Beach, Cal.	1,512,595	2
Chicago, Ill.	1,308,398	3
Philadelphia, Pa.	938,579	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	867,213	5
Detroit, Mich.	857,749	6
Washington, D.C.	701,069	7
Houston, Tex.	653,390	8
Nassau - Suffolk, N.Y.	601,114	9
Dallas, Tex.	457,459	10
Minneapolis - St. Paul, Minn.	453,859	11
St. Louis, Mo.	450,479	12
San Francisco, Cal.	448,177	13
Atlanta, Ga.	444,655	14
Anaheim - Santa Ana, Cal.	443,166	15
Miami - Hialeah, Fla.	403,794	16
Baltimore, Md.	398,619	17
Pittsburgh, Pa.	389,451	18
Cleveland, Ohio	377,492	19
Bergen - Passaic, N.J.	376,437	20
Oakland, Cal.	370,303	21
Seattle, Wash.	365,148	22
San Diego, Cal.	333,843	23
Denver, Colo.	313,311	24
San Jose, Cal.	308,015	25
Newark, N.J.	300,620	26
Kansas City, Mo.-Kans.	287,095	27
Cincinnati, Ohio	280,604	28
Phoenix, Ariz.	278,029	29
Riverside - San Bernardino, Cal.	263,199	30
Tampa - St. Petersburg - Clearwater, Fla.	248,777	31
New Orleans, La.	238,272	32
Portland, Ore.	236,365	33
Indianapolis, Ind.	226,779	34
Milwaukee, Wisc.	226,425	35
Columbus, Ohio	219,164	36
Fort Worth - Arlington, Tex.	217,875	37
Middlesex - Somerset - Hunterdon, N.J.	217,215	38
Hartford - New Britain - Middletown - Bristol, Conn.	202,416	39
Oklahoma City, Okla.	196,991	40
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	195,692	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	192,239	42
Louisville, Ky.	189,970	43
Honolulu, Haw.	187,526	44
Norfolk - Virginia Beach - Newport News, Va.	187,124	45
Sacramento, Cal.	186,087	46
San Antonio, Tex.	182,721	47
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	177,753	48
Memphis, Tenn.	176,810	49
Nashville, Tenn.	172,769	50
Total Top 50	**21,024,077**	
Buffalo, N.Y.	169,418	51
Monmouth - Ocean, N.J.	165,209	52
Salt Lake City - Ogden, Utah	163,372	53
Dayton - Springfield, Ohio	159,199	54
Rochester, N.Y.	156,960	55
Greensboro - Winston-Salem - High Point, N.C.	155,039	56
New Haven - Waterbury - Meriden, Conn.	153,599	57
Providence - Pawtucket - Woonsocket, R.I.	151,429	58
Albany - Schenectady - Troy, N.Y.	145,933	59
Birmingham, Ala.	143,317	60
Toledo, Ohio	131,407	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	130,947	62
Las Vegas, Nev.	128,415	63
Orlando, Fla.	127,802	64
Scranton - Wilkes-Barre, Pa.	126,769	65
Richmond - Petersburg, Va.	124,937	66
Tulsa, Okla.	123,446	67
Grand Rapids, Mich.	121,609	68
Knoxville, Tenn.	120,323	69
Allentown - Bethlehem, Pa.	116,933	70
Omaha, Neb.	115,180	71
Jacksonville, Fla.	114,137	72
Raleigh - Durham, N.C.	112,457	73
Austin, Tex.	112,078	74
Portland, Me.	110,648	75
Syracuse, N.Y.	110,221	76
Springfield, Mass.	107,688	77
Worcester - Fitchburg - Leominster, Mass.	105,549	78
Gary - Hammond, Ind.	103,994	79
Harrisburg - Lebanon - Carlisle, Pa.	102,030	80
Oxnard - Ventura, Cal.	100,784	81
Reading, Pa.	99,257	82
Greenville - Spartanburg, S.C.	98,868	83
Baton Rouge, La.	94,521	84
Wilmington, Del.	93,898	85
Akron, Ohio	93,647	86
Saginaw - Bay City - Midland, Mich.	93,643	87
Flint, Mich.	92,614	88
El Paso, Tex.	91,432	89
Little Rock - North Little Rock, Ark.	90,718	90
Manchester - Nashua, N.H.	90,019	91
Youngstown - Warren, Ohio	86,949	92
Fresno, Cal.	86,137	93
New Bedford - Fall River - Attleboro, Mass.	84,048	94
Tucson, Ariz.	83,362	95
Lexington-Fayette, Ky.	82,615	96
Lake County, Ill.	80,635	97
Wichita, Kans.	79,627	98
Jersey City, N.J.	79,437	99
Trenton, N.J.	77,002	100
Total Top 100	**26,713,335**	
Des Moines, Iowa	76,104	101
McAllen - Edinburg - Mission, Tex.	75,600	102
Columbia, S.C.	75,512	103
Tacoma, Wash.	74,548	104
Albuquerque, N.M.	73,759	105
Beaumont - Port Arthur, Tex.	73,280	106
Anchorage, Alas.	72,364	107
Lansing - East Lansing, Mich.	70,444	108
Chattanooga, Tenn.	70,213	109
Johnson City - Kingsport - Bristol, Tenn.	70,022	110
Canton, Ohio	68,317	111
Evansville, Ind.	67,976	112
Bakersfield, Cal.	67,064	113
Huntington - Ashland, W.Va.-Ky.	66,569	114
Fort Wayne, Ind.	64,694	115
Jackson, Miss.	64,598	116
Davenport - Rock Island - Moline, Iowa-Ill.	64,166	117
Madison, Wisc.	64,071	118
Mobile, Ala.	63,226	119
Spokane, Wash.	62,724	120
Charleston, S.C.	62,521	121
Santa Barbara - Santa Maria - Lompoc, Cal.	62,417	122
Salinas - Seaside - Monterey, Cal.	60,510	123
Atlantic City, N.J.	60,388	124
Shreveport, La.	59,881	125
Colorado Springs, Colo.	59,828	126
Reno, Nev.	57,349	127
Lancaster, Pa.	56,639	128
Rockford, Ill.	55,237	129
Peoria, Ill.	55,172	130
Modesto, Cal.	55,040	131
Portsmouth - Dover - Rochester, N.H.	54,753	132
Stockton, Cal.	54,041	133
Santa Rosa - Petaluma, Cal.	53,387	134
Corpus Christi, Tex.	53,378	135
Laredo, Tex.	53,287	136
Kalamazoo, Mich.	52,360	137
Lafayette, La.	52,155	138
Macon - Warner Robins, Ga.	50,194	139
South Bend - Mishawaka, Ind.	50,105	140
Augusta, Ga.	50,024	141
Aurora - Elgin, Ill.	49,258	142
Appleton - Oshkosh - Neenah, Wisc.	49,249	143
Montgomery, Ala.	48,643	144
Savannah, Ga.	48,239	145
Utica - Rome, N.Y.	48,044	146
Orange County, N.Y.	47,884	147
Roanoke, Va.	47,411	148
York, Pa.	47,214	149
Erie, Pa.	47,129	150
Total Top 150	**29,700,323**	
Charleston, W.Va.	46,751	151
St. Cloud, Minn.	46,716	152
Pensacola, Fla.	46,677	153
Brownsville - Harlingen, Tex.	46,470	154
Lubbock, Tex.	45,341	155
Vallejo - Fairfield - Napa, Cal.	44,753	156
Springfield, Mo.	44,400	157
Ann Arbor, Mich.	44,006	158
Binghamton, N.Y.	43,666	159
Lakeland - Winter Haven, Fla.	43,644	160
Daytona Beach, Fla.	43,580	161
Amarillo, Tex.	43,437	162
Green Bay, Wisc.	41,848	163
Springfield, Ill.	41,461	164
Joliet, Ill.	40,961	165
Huntsville, Ala.	40,701	166
Salem, Ore.	40,696	167
Cedar Rapids, Iowa	40,627	168
Duluth, Minn.	40,242	169
Visalia - Tulare - Porterville, Cal.	40,004	170
Sarasota, Fla.	39,734	171
Melbourne - Titusville - Palm Bay, Fla.	39,723	172
Fayetteville, N.C.	39,613	173
Eugene - Springfield, Ore.	38,729	174
Poughkeepsie, N.Y.	38,436	175
Fort Myers - Cape Coral, Fla.	35,395	176
Boulder - Longmont, Colo.	34,910	177
Wheeling, W.Va.	34,626	178
Lincoln, Neb.	34,108	179
Tyler, Tex.	33,935	180
Champaign - Urbana - Rantoul, Ill.	33,633	181
Niagara Falls, N.Y.	33,392	182
Lorain - Elyria, Ohio	33,390	183
Tallahassee, Fla.	33,333	184
Terre Haute, Ind.	32,743	185
Columbus, Ga.	32,611	186
Galveston - Texas City, Tex.	32,490	187
Asheville, N.C.	32,188	188
Yakima, Wash.	32,110	189
Waco, Tex.	32,026	190
Jackson, Tenn.	31,694	191
Santa Cruz, Cal.	31,180	192
Fargo - Moorhead, N.D.-Minn.	30,988	193
Longview - Marshall, Tex.	30,806	194
Benton Harbor, Mich.	30,626	195
Hickory, N.C.	30,560	196
New London - Norwich, Conn.	30,071	197
Lynchburg, Va.	29,961	198
Lima, Ohio	29,891	199
Dothan, Ala.	29,885	200
Total Top 200	**31,569,091**	
Odessa, Tex.	29,523	201
Pittsfield, Mass.	29,395	202
Abilene, Tex.	29,389	203
Killeen - Temple, Tex.	29,355	204
Lake Charles, La.	29,085	205
Beaver County, Pa.	29,054	206
Altoona, Pa.	28,808	207
Topeka, Kans.	28,425	208
Rochester, Minn.	28,241	209
Sioux Falls, S.D.	28,011	210
Biloxi - Gulfport, Miss.	28,010	211
Houma - Thibodaux, La.	27,935	212
Burlington, Vt.	27,858	213
Waterloo - Cedar Falls, Iowa	27,795	214
Burlington, N.C.	27,734	215
Decatur, Ill.	27,635	216
Ocala, Fla.	27,425	217
Billings, Mont.	27,176	218
Johnstown, Pa.	27,082	219
Parkersburg - Marietta, W.Va.-Ohio	26,934	220
Provo - Orem, Utah	26,900	221
Monroe, La.	26,898	222
Bloomington - Normal, Ill.	26,786	223
Fort Collins - Loveland, Colo.	26,771	224
Mansfield, Ohio	26,759	225
Charlottesville, Va.	26,717	226
Muskegon, Mich.	26,576	227
Gainesville, Fla.	26,248	228
Richland - Kennewick - Pasco, Wash.	26,035	229
Wilmington, N.C.	25,890	230
Alexandria, La.	25,795	231
Florence, Ala.	25,626	232
Bangor, Me.	25,557	233
Vancouver, Wash.	25,272	234
Wichita Falls, Tex.	25,182	235
Sioux City, Iowa	25,055	236
Racine, Wisc.	24,836	237
Fort Smith, Ark.	24,798	238
La Crosse, Wisc.	24,731	239
Sharon, Pa.	24,693	240
Athens, Ga.	24,524	241
Lafayette - West Lafayette, Ind.	24,504	242
Anderson, S.C.	24,249	243
Elkhart - Goshen, Ind.	24,207	244
Tuscaloosa, Ala.	24,073	245
Fort Pierce, Fla.	23,713	246
Williamsport, Pa.	23,662	247
Olympia, Wash.	23,583	248
Muncie, Ind.	23,579	249
Janesville - Beloit, Wisc.	23,188	250
Total Top 250	**32,890,368**	
Texarkana, Tex.-Ark.	22,984	251
Jackson, Mich.	22,822	252
Lawton, Okla.	22,809	253
Vineland - Millville - Bridgeton, N.J.	22,662	254
Pueblo, Colo.	22,544	255
Bryan - College Station, Tex.	22,433	256
Eau Claire, Wisc.	22,341	257
Midland, Tex.	22,255	258
Anderson, Ind.	22,211	259
Hamilton - Middletown, Ohio	22,120	260
Chico, Cal.	21,878	261
Boise, Ida.	21,808	262
Bradenton, Fla	21,799	263
Brazoria, Tex	21,659	264
Joplin, Mo.	21,630	265
Naples, Fla.	21,437	266
Grand Forks, N.D.	21,338	267
State College, Pa.	21,118	268
Rapid City, S.D.	21,056	269
Albany, Ga.	20,987	270
Bismarck, N.D.	20,726	271
Medford, Ore.	20,391	272
Santa Fe, N.M.	20,297	273
Columbia, Mo.	20,034	274
Elmira, N.Y.	19,901	275
Hagerstown, Md.	19,716	276
Cheyenne, Wyo.	19,578	277
Owensboro, Ky.	19,446	278
Clarksville - Hopkinsville, Tenn.-Ky.	19,438	279
Florence, S.C.	19,371	280
St. Joseph, Mo.	19,337	281
Fort Walton Beach, Fla.	19,320	282
Kokomo, Ind.	19,271	283
Cumberland, Md.	19,205	284
Dubuque, Iowa	19,164	285
Pascagoula, Miss.	19,134	286
Battle Creek, Mich.	19,066	287
Casper, Wyo.	19,038	288
Wausau, Wisc.	19,018	289
San Angelo, Tex.	18,762	290
Glens Falls, N.Y.	18,699	291
Bellingham, Wash.	18,652	292
Redding, Cal.	18,614	293
Bremerton, Wash.	17,946	294
Steubenville - Weirton, Ohio-W.Va.	17,882	295
Yuba City, Cal.	17,413	296
Pine Bluff, Ark.	17,149	297
Danville, Va.	16,946	298
Anniston, Ala.	16,724	299
Panama City, Fla.	16,665	300
Fayetteville - Springdale, Ark.	16,446	301
Kankakee, Ill.	16,336	302
Bloomington, Ind.	16,191	303
Kenosha, Wisc.	16,157	304
Great Falls, Mont.	15,943	305
Victoria, Tex.	15,937	306
Greeley, Colo.	15,866	307
Iowa City, Iowa	15,148	308
Sherman - Denison, Tex.	14,788	309
Jacksonville, N.C.	14,453	310
Las Cruces, N.M.	14,441	311
Lewiston - Auburn, Me.	13,971	312
Gadsden, Ala.	13,576	313
Sheboygan, Wisc.	11,761	314
Enid, Okla.	11,469	315
Lawrence, Kans.	8,758	316
Total Above Areas	**34,128,403**	
Percent of U.S.	**84.9602**	
U.S. Total	**40,169,890**	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	985,345	1
Los Angeles - Long Beach, Cal.	788,261	2
Chicago, Ill.	663,563	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	643,972	4
Philadelphia, Pa.	439,620	5
Detroit, Mich.	383,586	6
Washington, D.C.	350,966	7
Houston, Tex.	341,201	8
Nassau - Suffolk, N.Y.	323,925	9
Dallas, Tex.	262,466	10
Atlanta, Ga.	237,886	11
San Francisco, Cal.	234,524	12
Anaheim - Santa Ana, Cal.	231,147	13
Miami - Hialeah, Fla.	219,250	14
St. Louis, Mo.	216,963	15
Pittsburgh, Pa.	204,650	16
Bergen - Passaic, N.J.	191,870	17
Seattle, Wash.	189,137	18
Minneapolis - St. Paul, Minn.	188,659	19
Baltimore, Md.	183,506	20
Oakland, Cal.	182,234	21
Cleveland, Ohio	179,198	22
San Diego, Cal.	172,359	23
San Jose, Cal.	158,680	24
Newark, N.J.	155,612	25
Denver, Colo.	151,698	26
Phoenix, Ariz.	141,994	27
Kansas City, Mo.-Kans.	138,328	28
New Orleans, La.	128,775	29
Tampa - St. Petersburg - Clearwater, Fla.	125,608	30
Riverside - San Bernardino, Cal.	124,890	31
Fort Worth - Arlington, Tex.	120,424	32
Portland, Ore.	120,172	33
Cincinnati, Ohio	119,851	34
Indianapolis, Ind.	115,788	35
San Antonio, Tex.	106,769	36
Oklahoma City, Okla.	103,821	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	102,967	38
Norfolk - Virginia Beach - Newport News, Va.	102,593	39
Honolulu, Haw.	102,069	40
Memphis, Tenn.	99,186	41
Middlesex - Somerset - Hunterdon, N.J.	98,962	42
Milwaukee, Wisc.	98,951	43
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	97,387	44
Sacramento, Cal.	93,923	45
Louisville, Ky.	92,062	46
Columbus, Ohio	90,744	47
Hartford - New Britain - Middletown - Bristol, Conn.	87,498	48
Buffalo, N.Y.	84,342	49
Nashville, Tenn.	84,172	50
Total Top 50	**10,861,554**	
Salt Lake City - Ogden, Utah	82,631	51
Bridgeport - Stamford - Norwalk - Danbury, Conn.	79,865	52
Greensboro - Winston-Salem - High Point, N.C.	76,373	53
Birmingham, Ala.	73,867	54
Roanoke, Va.	71,916	55
Rochester, N.Y.	71,565	56
Albany - Schenectady - Troy, N.Y.	71,111	57
Tulsa, Okla.	68,216	58
Monmouth - Ocean, N.J.	67,420	59
West Palm Beach - Boca Raton - Delray Beach, Fla.	66,868	60
Richmond - Petersburg, Va.	65,263	61
Providence - Pawtucket - Woonsocket, R.I.	64,833	62
Dayton - Springfield, Ohio	64,479	63
Orlando, Fla.	63,022	64
Austin, Tex.	61,355	65
New Haven - Waterbury - Meriden, Conn.	61,152	66
Jacksonville, Fla.	58,399	67
Scranton - Wilkes-Barre, Pa.	57,932	68
Raleigh - Durham, N.C.	56,468	69
Las Vegas, Nev.	55,187	70
Knoxville, Tenn.	54,429	71
Allentown - Bethlehem, Pa.	52,673	72
Syracuse, N.Y.	51,784	73
Little Rock - North Little Rock, Ark.	50,772	74
Reading, Pa.	50,502	75
Toledo, Ohio	49,425	76
Grand Rapids, Mich.	49,385	77
Greenville - Spartanburg, S.C.	49,259	78
Omaha, Neb.	49,240	79
Springfield, Mass.	49,230	80
Oxnard - Ventura, Cal.	48,673	81
Tucson, Ariz.	47,806	82
Akron, Ohio	47,682	83
El Paso, Tex.	45,492	84
Harrisburg - Lebanon - Carlisle, Pa.	45,200	85
Worcester - Fitchburg - Leominster, Mass.	44,866	86
Gary - Hammond, Ind.	44,700	87
Baton Rouge, La.	44,616	88
Albuquerque, N.M.	44,153	89
Wilmington, Del.	42,940	90
Youngstown - Warren, Ohio	41,553	91
Portsmouth - Dover - Rochester, N.H.	41,152	92
Fresno, Cal.	41,128	93
Lake County, Ill.	40,478	94
Chattanooga, Tenn.	39,281	95
New Bedford - Fall River - Attleboro, Mass.	39,124	96
Jersey City, N.J.	38,528	97
Columbia, S.C.	38,104	98
Tacoma, Wash.	38,037	99
Anchorage, Alas.	37,787	100
Total Top 100	**13,557,475**	
Beaumont - Port Arthur, Tex.	37,137	101
Santa Barbara - Santa Maria - Lompoc, Cal.	35,116	102
Saginaw - Bay City - Midland, Mich.	32,996	103
Bakersfield, Cal.	32,985	104
Mobile, Ala.	32,810	105
Jackson, Miss.	32,767	106
Flint, Mich.	32,576	107
Wichita, Kans.	32,576	107
Corpus Christi, Tex.	32,179	109
Trenton, N.J.	31,819	110
Spokane, Wash.	31,756	111
Charleston, S.C.	31,650	112
Johnson City - Kingsport - Bristol, Tenn.	31,185	113
McAllen - Edinburg - Mission, Tex.	30,910	114
Des Moines, Iowa	30,692	115
Lexington-Fayette, Ky.	30,683	116
Portland, Me.	30,349	117
Madison, Wisc.	30,327	118
Canton, Ohio	29,876	119
Huntington - Ashland, W.Va.-Ky.	29,814	120
Manchester - Nashua, N.H.	29,782	121
Salinas - Seaside - Monterey, Cal.	29,724	122
Evansville, Ind.	29,473	123
Shreveport, La.	29,398	124
Fort Wayne, Ind.	28,803	125
York, Pa.	28,350	126
Modesto, Cal.	27,887	127
Davenport - Rock Island - Moline, Iowa Ill.	27,673	128
Lansing - East Lansing, Mich.	27,323	129
Reno, Nev.	27,308	130
Stockton, Cal.	27,071	131
Colorado Springs, Colo.	26,418	132
Lancaster, Pa.	26,059	133
Santa Rosa - Petaluma, Cal.	26,013	134
Montgomery, Ala.	25,018	135
Rockford, Ill.	23,707	136
Atlantic City, N.J.	23,566	137
Augusta, Ga.	23,429	138
Lafayette, La.	23,065	139
Aurora - Elgin, Ill.	22,909	140
Peoria, Ill.	22,864	141
Utica - Rome, N.Y.	22,677	142
Kalamazoo, Mich.	22,590	143
Orange County, N.Y.	22,579	144
Lubbock, Tex.	22,559	145
Vallejo - Fairfield - Napa, Cal.	22,538	146
Erie, Pa.	22,256	147
Asheville, N.C.	21,752	148
Appleton - Oshkosh - Neenah, Wisc.	21,656	149
Charleston, W.Va.	21,566	150
Total Top 150	**14,953,691**	
Springfield, Mo.	21,539	151
Eugene - Springfield, Ore.	21,463	152
Amarillo, Tex.	21,263	153
Melbourne - Titusville - Palm Bay, Fla.	20,788	154
Savannah, Ga.	20,334	155
Binghamton, N.Y.	19,818	156
Lakeland - Winter Haven, Fla.	19,681	157
Brownsville - Harlingen, Tex.	19,641	158
Ann Arbor, Mich.	19,606	159
Joliet, Ill.	19,312	160
Sarasota, Fla.	19,278	161
South Bend - Mishawaka, Ind.	19,221	162
Pensacola, Fla.	19,110	163
Visalia - Tulare - Porterville, Cal.	18,707	164
Poughkeepsie, N.Y.	18,554	165
Macon - Warner Robins, Ga.	18,485	166
Green Bay, Wisc.	18,232	167
Longview - Marshall, Tex.	17,979	168
Salem, Ore.	17,932	169
Lynchburg, Va.	17,897	170
Daytona Beach, Fla.	17,830	171
Boulder - Longmont, Colo.	17,637	172
Huntsville, Ala.	17,631	173
Cedar Rapids, Iowa	17,558	174
Waco, Tex.	17,468	175
Hickory, N.C.	17,189	176
Wheeling, W.Va.	17,169	177
Fayetteville, N.C.	16,808	178
Tyler, Tex.	16,431	179
Lincoln, Neb.	16,141	180
Yakima, Wash.	16,108	181
Fort Smith, Ark.	16,085	182
Niagara Falls, N.Y.	15,881	183
Duluth, Minn.	15,708	184
Columbus, Ga.	15,698	185
Houma - Thibodaux, La.	15,637	186
Burlington, N.C.	15,635	187
Santa Cruz, Cal.	15,627	188
Alexandria, La.	15,568	189
Laredo, Tex.	15,487	190
Springfield, Ill.	15,467	191
Galveston - Texas City, Tex.	15,291	192
Johnstown, Pa.	14,504	193
Fort Myers - Cape Coral, Fla.	14,486	194
Champaign - Urbana - Rantoul, Ill.	14,473	195
Burlington, Vt.	14,472	196
Biloxi - Gulfport, Miss.	14,371	197
Monroe, La.	14,285	198
Tallahassee, Fla.	13,981	199
Wilmington, N.C.	13,874	200
Total Top 200	**15,817,031**	
Odessa, Tex.	13,657	201
Beaver County, Pa.	13,626	202
Williamsport, Pa.	13,519	203
Lorain - Elyria, Ohio	13,512	204
Killeen - Temple, Tex.	13,443	205
Lake Charles, La.	13,436	206
Lima, Ohio	13,258	207
Bryan - College Station, Tex.	13,126	208
Sioux Falls, S.D.	13,076	209
Parkersburg - Marietta, W.Va.-Ohio	13,045	210
Midland, Tex.	13,039	211
Provo - Orem, Utah	12,812	212
Gainesville, Fla.	12,705	213
Rochester, Minn.	12,697	214
Texarkana, Tex.-Ark.	12,371	215
Altoona, Pa.	12,362	216
Charlottesville, Va.	12,356	217
Billings, Mont.	12,221	218
Bradenton, Fla.	12,196	219
Tuscaloosa, Ala.	12,063	220
Vancouver, Wash.	12,009	221
Joplin, Mo.	11,989	222
Topeka, Kans.	11,898	223
Wichita Falls, Tex.	11,898	223
Athens, Ga.	11,796	225
Mansfield, Ohio	11,680	226
Abilene, Tex.	11,484	227
Fargo - Moorhead, N.D.-Minn.	11,480	228
Lafayette - West Lafayette, Ind.	11,368	229
Pittsfield, Mass.	11,366	230
Terre Haute, Ind.	11,288	231
Waterloo - Cedar Falls, Iowa	11,174	232
Muncie, Ind.	11,115	233
Elkhart - Goshen, Ind.	11,034	234
Fayetteville - Springdale, Ark.	10,978	235
Sharon, Pa.	10,957	236
Kokomo, Ind.	10,906	237
Albany, Ga.	10,867	238
Sioux City, Iowa	10,862	239
Brazoria, Tex.	10,859	240
Dothan, Ala.	10,853	241
Fort Pierce, Fla.	10,811	242
Racine, Wisc.	10,758	243
Bangor, Me.	10,736	244
Medford, Ore.	10,730	245
Eau Claire, Wisc.	10,717	246
New London - Norwich, Conn.	10,702	247
Benton Harbor, Mich.	10,623	248
Anderson, Ind.	10,591	249
Fort Collins - Loveland, Colo.	10,492	250
Total Top 250	**16,409,572**	
Lawton, Okla.	10,459	251
Jackson, Tenn.	10,371	252
Bloomington - Normal, Ill.	10,350	253
Naples, Fla.	10,283	254
Muskegon, Mich.	10,178	255
Chico, Cal.	10,094	256
Janesville - Beloit, Wisc.	10,082	257
Florence, Ala.	10,014	258
San Angelo, Tex.	9,914	259
Florence, S.C.	9,849	260
State College, Pa.	9,780	261
Decatur, Ill.	9,760	262
Anderson, S.C.	9,751	263
Elmira, N.Y.	9,677	264
Dubuque, Iowa	9,563	265
Pueblo, Colo.	9,541	266
Ocala, Fla.	9,467	267
Hagerstown, Md.	9,456	268
Santa Fe, N.M.	9,447	269
St. Cloud, Minn.	9,424	270
Richland - Kennewick - Pasco, Wash.	9,323	271
Boise, Ida.	9,322	272
Olympia, Wash.	8,921	273
Columbia, Mo.	8,912	274
Victoria, Tex.	8,802	275
Clarksville - Hopkinsville, Tenn.-Ky.	8,799	276
Hamilton - Middletown, Ohio	8,788	277
Glens Falls, N.Y.	8,733	278
Sherman - Denison, Tex.	8,714	279
Redding, Cal.	8,629	280
St. Joseph, Mo.	8,517	281
Cumberland, Md.	8,452	282
Owensboro, Ky.	8,411	283
Anniston, Ala.	8,400	284
La Crosse, Wisc.	8,314	285
Rapid City, S.D.	8,297	286
Vineland - Millville - Bridgeton, N.J.	8,199	287
Danville, Va.	8,178	288
Steubenville - Weirton, Ohio-W.Va.	8,008	289
Pascagoula, Miss.	7,741	290
Bismarck, N.D.	7,714	291
Yuba City, Cal.	7,616	292
Fort Walton Beach, Fla.	7,554	293
Casper, Wyo.	7,517	294
Panama City, Fla.	7,468	295
Battle Creek, Mich.	7,363	296
Pine Bluff, Ark.	7,235	297
Las Cruces, N.M.	7,199	298
Bellingham, Wash.	7,164	299
Wausau, Wisc.	7,137	300
Jackson, Mich.	7,026	301
Gadsden, Ala.	6,975	302
Enid, Okla.	6,939	303
Bremerton, Wash.	6,797	304
Cheyenne, Wyo.	6,662	305
Jacksonville, N.C.	6,591	306
Grand Forks, N.D.	6,567	307
Lewiston - Auburn, Me.	6,549	308
Bloomington, Ind.	6,494	309
Kankakee, Ill.	6,445	310
Great Falls, Mont.	6,425	311
Kenosha, Wisc.	6,360	312
Greeley, Colo.	6,058	313
Iowa City, Iowa	5,509	314
Sheboygan, Wisc.	4,839	315
Lawrence, Kans.	4,455	316
Total Above Areas	**16,953,150**	
Percent of U.S.	**85.8474**	
U.S. Total	**19,747,996**	

S&MM METRO MARKET RANKING

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	604,173	1
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	451,673	2
New York, N.Y.	398,796	3
Chicago, Ill.	396,434	4
Philadelphia, Pa.	321,287	5
Detroit, Mich.	272,696	6
Houston, Tex.	267,291	7
Washington, D.C.	233,549	8
Dallas, Tex.	[illegible]	9
Nassau - Suffolk, N.Y.	199,946	10
St. Louis, Mo.	178,952	11
Atlanta, Ga.	174,391	12
Anaheim - Santa Ana, Cal.	168,377	13
Denver, Colo.	162,311	14
Minneapolis - St. Paul, Minn.	157,326	15
Tampa - St. Petersburg - Clearwater, Fla.	152,919	16
Baltimore, Md.	150,115	17
San Diego, Cal.	150,108	18
Phoenix, Ariz.	135,426	19
Seattle, Wash.	134,699	20
Pittsburgh, Pa.	133,475	21
Miami - Hialeah, Fla.	125,694	22
San Jose, Cal.	116,749	23
Oakland, Cal.	116,497	24
Cleveland, Ohio	115,546	25
San Francisco, Cal.	115,322	26
Riverside - San Bernardino, Cal.	114,345	27
Newark, N.J.	113,327	28
Kansas City, Mo.-Kans.	110,849	29
New Orleans, La.	106,901	30
Cincinnati, Ohio	102,429	31
Bergen - Passaic, N.J.	100,405	32
Portland, Ore.	97,843	33
Fort Worth - Arlington, Tex.	96,030	34
Oklahoma City, Okla.	92,109	35
Columbus, Ohio	89,495	36
Norfolk - Virginia Beach - Newport News, Va.	88,969	37
Sacramento, Cal.	87,875	38
San Antonio, Tex.	86,217	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	85,646	40
Milwaukee, Wisc.	84,711	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	80,547	42
Middlesex - Somerset - Hunterdon, N.J.	79,466	43
Indianapolis, Ind.	76,731	44
Salt Lake City - Ogden, Utah	75,878	45
Bridgeport - Stamford - Norwalk - Danbury, Conn.	74,674	46
Greensboro - Winston-Salem - High Point, N.C.	73,753	47
Dayton - Springfield, Ohio	72,306	48
Louisville, Ky.	69,429	49
Memphis, Tenn.	68,514	50
Total Top 50	**7,770,652**	
Nashville, Tenn.	66,203	51
Austin, Tex.	64,121	52
Orlando, Fla.	63,006	53
Las Vegas, Nev.	61,388	54
New Haven - Waterbury - Meriden, Conn.	60,034	55
Rochester, N.Y.	59,862	56
Buffalo, N.Y.	58,656	57
Tulsa, Okla.	58,362	58
Knoxville, Tenn.	56,730	59
Omaha, Neb.	55,999	60
Richmond - Petersburg, Va.	55,907	61
Albany - Schenectady - Troy, N.Y.	55,371	62
Birmingham, Ala.	55,253	63
Monmouth - Ocean, N.J.	55,162	64
Hartford - New Britain - Middletown - Bristol, Conn.	53,883	65
West Palm Beach - Boca Raton - Delray Beach, Fla.	52,647	66
Baton Rouge, La.	52,636	67
Jacksonville, Fla.	52,286	68
Toledo, Ohio	50,131	69
Raleigh - Durham, N.C.	49,683	70
Providence - Pawtucket - Woonsocket, R.I.	48,824	71
Greenville - Spartanburg, S.C.	48,129	72
Grand Rapids, Mich.	45,063	73
Honolulu, Haw.	44,446	74
Allentown - Bethlehem, Pa.	44,212	75
Oxnard - Ventura, Cal.	42,970	76
Tucson, Ariz.	[illegible]	77
Harrisburg - Lebanon - Carlisle, Pa.	[illegible]	78
Wichita, Kans.	[illegible]	79
Gary - Hammond, Ind.	[illegible]	80
Little Rock - North Little Rock, Ark.	[illegible]	81
Beaumont - Port Arthur, Tex.	41,288	82
Wilmington, Del.	41,041	83
Madison, Wisc.	39,930	84
Johnson City - Kingsport - Bristol, Tenn.	39,594	85
Flint, Mich.	38,931	86
Saginaw - Bay City - Midland, Mich.	38,895	87
Springfield, Mass.	37,733	88
Charleston, S.C.	36,718	89
Santa Barbara - Santa Maria - Lompoc, Cal.	36,626	90
Akron, Ohio	36,557	91
Syracuse, N.Y.	35,516	92
Colorado Springs, Colo.	34,397	93
El Paso, Tex.	34,352	94
Fort Myers - Cape Coral, Fla.	34,007	95
Scranton - Wilkes-Barre, Pa.	33,937	96
Anchorage, Alas.	33,800	97
Lancaster, Pa.	33,512	98
Portsmouth - Dover - Rochester, N.H.	33,146	99
Fresno, Cal.	32,780	100
Total Top 100	**10,086,944**	
Des Moines, Iowa	32,684	101
Mobile, Ala.	32,552	102
Chattanooga, Tenn.	32,362	103
Corpus Christi, Tex.	32,130	104
Youngstown - Warren, Ohio	31,950	105
Bakersfield, Cal.	31,760	106
Columbia, S.C.	31,752	107
Sarasota, Fla.	31,707	108
New Bedford - Fall River - Attleboro, Mass.	31,649	109
Laredo, Tex.	31,511	110
Evansville, Ind.	31,334	111
Atlantic City, N.J.	31,184	112
Melbourne - Titusville - Palm Bay, Fla.	31,022	113
Shreveport, La.	30,556	114
Albuquerque, N.M.	30,300	115
Worcester - Fitchburg - Leominster, Mass.	30,041	116
Tacoma, Wash.	29,603	117
Lafayette, La.	29,551	118
Lexington-Fayette, Ky.	28,984	119
McAllen - Edinburg - Mission, Tex.	28,980	120
Canton, Ohio	28,913	121
Fort Wayne, Ind.	28,476	122
Daytona Beach, Fla.	27,390	123
Lake County, Ill.	27,169	124
Manchester - Nashua, N.H.	26,892	125
Lansing - East Lansing, Mich.	26,780	126
Davenport - Rock Island - Moline, Iowa-Ill.	26,752	127
Reno, Nev.	26,527	128
Vallejo - Fairfield - Napa, Cal.	25,742	129
Modesto, Cal.	25,683	130
Jersey City, N.J.	25,671	131
Huntington - Ashland, W.Va.-Ky.	25,668	132
Amarillo, Tex.	25,558	133
Spokane, Wash.	25,469	134
Pensacola, Fla.	25,358	135
Lakeland - Winter Haven, Fla.	25,238	136
Jackson, Miss.	24,944	137
Peoria, Ill.	24,648	138
Fayetteville, N.C.	24,020	139
Salinas - Seaside - Monterey, Cal.	23,879	140
York, Pa.	23,493	141
Erie, Pa.	23,431	142
Visalia - Tulare - Porterville, Cal.	23,347	143
Stockton, Cal.	23,287	144
St. Cloud, Minn.	23,058	145
Santa Rosa - Petaluma, Cal.	22,982	146
Charleston, W.Va.	22,855	147
Longview - Marshall, Tex.	22,486	148
Springfield, Mo.	22,473	149
Rockford, Ill.	22,395	150
Total Top 150	**11,459,140**	
Houma - Thibodaux, La.	22,331	151
Appleton - Oshkosh - Neenah, Wisc.	22,257	152
Augusta, Ga.	22,251	153
Orange County, N.Y.	21,826	154
Utica - Rome, N.Y.	21,417	155
Odessa, Tex.	20,742	156
Macon - Warner Robins, Ga.	20,544	157
Bradenton, Fla.	20,482	158
Tallahassee, Fla.	20,353	159
Duluth, Minn.	20,296	160
Kalamazoo, Mich.	20,239	161
Fort Pierce, Fla.	20,228	162
Killeen - Temple, Tex.	20,175	163
South Bend - Mishawaka, Ind.	20,083	164
Boulder - Longmont, Colo.	19,865	165
Springfield, Ill.	19,665	166
Trenton, N.J.	19,607	167
Eugene - Springfield, Ore.	19,584	168
Reading, Pa.	19,393	169
Gainesville, Fla.	19,307	170
Galveston - Texas City, Tex.	19,218	171
Huntsville, Ala.	19,208	172
Naples, Fla.	18,926	173
Wichita Falls, Tex.	18,867	174
Asheville, N.C.	18,706	175
Savannah, Ga.	18,604	176
Brownsville - Harlingen, Tex.	18,592	177
Abilene, Tex.	18,506	178
Lubbock, Tex.	18,205	179
Fort Collins - Loveland, Colo.	18,203	180
Green Bay, Wisc.	18,112	181
Salem, Ore.	17,873	182
Billings, Mont.	17,772	183
Lake Charles, La.	17,435	184
Ocala, Fla.	17,320	185
Aurora - Elgin, Ill.	17,171	186
Binghamton, N.Y.	17,115	187
Ann Arbor, Mich.	17,092	188
Hickory, N.C.	17,004	189
Waco, Tex.	16,806	190
Biloxi - Gulfport, Miss.	16,433	191
Roanoke, Va.	16,415	192
Santa Cruz, Cal.	16,260	193
New London - Norwich, Conn.	15,883	194
Midland, Tex.	15,882	195
Montgomery, Ala.	15,868	196
Columbus, Ga.	15,628	197
Tyler, Tex.	15,579	198
Fort Walton Beach, Fla.	15,498	199
Topeka, Kans.	15,352	200
Total Top 200	**12,389,318**	
Monroe, La.	15,246	201
Lima, Ohio	14,916	202
Terre Haute, Ind.	14,900	203
Johnstown, Pa.	14,548	204
Cedar Rapids, Iowa	14,303	205
Dothan, Ala.	14,214	206
Joplin, Mo.	14,184	207
Fort Smith, Ark.	14,071	208
Champaign - Urbana - Rantoul, Ill.	14,038	209
Provo - Orem, Utah	14,034	210
San Angelo, Tex.	13,834	211
Panama City, Fla.	13,631	212
Lynchburg, Va.	13,518	213
Boise, Ida.	13,505	214
Owensboro, Ky.	13,402	215
Eau Claire, Wisc.	13,276	216
Decatur, Ill.	13,203	217
Rochester, Minn.	13,160	218
Waterloo - Cedar Falls, Iowa	13,088	219
Joliet, Ill.	12,906	220
La Crosse, Wisc.	12,837	221
Portland, Me.	12,765	222
Alexandria, La.	12,735	223
Chico, Cal.	12,732	224
Lorain - Elyria, Ohio	12,692	225
Olympia, Wash.	12,530	226
Lawton, Okla.	12,505	227
Charlottesville, Va.	12,501	228
Sioux Falls, S.D.	12,458	229
Medford, Ore.	12,417	230
Poughkeepsie, N.Y.	12,407	231
Altoona, Pa.	12,385	232
Wheeling, W.Va.	12,301	233
Fargo - Moorhead, N.D.-Minn.	12,237	234
Burlington, Vt.	12,232	235
Greeley, Colo.	11,974	236
Clarksville - Hopkinsville, Tenn.-Ky.	11,868	237
Bryan - College Station, Tex.	11,655	238
Bismarck, N.D.	11,435	239
Janesville - Beloit, Wisc.	11,388	240
Fayetteville - Springdale, Ark.	11,368	241
Rapid City, S.D.	11,361	242
Racine, Wisc.	11,204	243
Jackson, Tenn.	11,153	244
Parkersburg - Marietta, W.Va.-Ohio	11,152	245
Anderson, Ind.	11,109	246
Wilmington, N.C.	11,080	247
Victoria, Tex.	11,026	248
Florence, Ala.	10,837	249
Muskegon, Mich.	10,832	250
Total Top 250	**13,024,471**	
Bloomington - Normal, Ill.	10,811	251
Yakima, Wash.	10,799	252
Yuba City, Cal.	10,685	253
Anderson, S.C.	10,634	254
Lafayette - West Lafayette, Ind.	10,625	255
Great Falls, Mont.	10,605	256
Elkhart - Goshen, Ind.	10,575	257
Athens, Ga.	10,480	258
Bremerton, Wash.	10,445	259
Niagara Falls, N.Y.	10,303	260
Jacksonville, N.C.	10,247	261
Vancouver, Wash.	10,247	261
Texarkana, Tex.-Ark.	10,244	263
Redding, Cal.	10,216	264
Santa Fe, N.M.	10,147	265
Bangor, Me.	10,079	266
Lincoln, Neb.	10,041	267
Bellingham, Wash.	10,015	268
Hagerstown, Md.	9,930	269
Beaver County, Pa.	9,929	270
Sherman - Denison, Tex.	9,909	271
Sioux City, Iowa	9,863	272
Dubuque, Iowa	9,828	273
Benton Harbor, Mich.	9,793	274
Hamilton - Middletown, Ohio	9,784	275
Kokomo, Ind.	9,620	276
Florence, S.C.	9,606	277
Richland - Kennewick - Pasco, Wash.	9,582	278
Las Cruces, N.M.	9,484	279
Burlington, N.C.	9,475	280
Albany, Ga.	9,468	281
Battle Creek, Mich.	9,399	282
Columbia, Mo.	9,381	283
Grand Forks, N.D.	9,205	284
Kenosha, Wisc.	9,202	285
Williamsport, Pa.	9,099	286
Tuscaloosa, Ala.	9,098	287
Cumberland, Md.	9,055	288
Bloomington, Ind.	8,934	289
Muncie, Ind.	8,911	290
Anniston, Ala.	8,774	291
Sharon, Pa.	8,724	292
Cheyenne, Wyo.	8,710	293
Casper, Wyo.	8,708	294
Brazoria, Tex.	8,625	295
Vineland - Millville - Bridgeton, N.J.	8,625	295
Pascagoula, Miss.	8,530	297
Wausau, Wisc.	8,519	298
Pueblo, Colo.	8,482	299
State College, Pa.	8,443	300
Pittsfield, Mass.	8,424	301
Jackson, Mich.	8,301	302
St. Joseph, Mo.	8,296	303
Steubenville - Weirton, Ohio-W.Va.	8,164	304
Enid, Okla.	7,827	305
Gadsden, Ala.	7,648	306
Elmira, N.Y.	7,566	307
Iowa City, Iowa	7,256	308
Glens Falls, N.Y.	6,950	309
Pine Bluff, Ark.	6,805	310
Kankakee, Ill.	6,747	311
Sheboygan, Wisc.	6,593	312
Danville, Va.	6,485	313
Lewiston - Auburn, Me.	6,443	314
Mansfield, Ohio	6,228	315
Lawrence, Kans.	5,362	316
Total Above Areas	**13,621,459**	
Percent of U.S.	**80.2926**	
U.S. Total	**16,964,783**	

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	1,157,973	1
New York, N.Y.	1,140,922	2
Chicago, Ill.	867,246	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	657,983	4
Washington, D.C.	610,984	5
Philadelphia, Pa.	550,233	6
Houston, Tex.	535,316	7
Detroit, Mich.	481,518	8
Nassau - Suffolk, N.Y.	410,718	9
Dallas, Tex.	382,272	10
Anaheim - Santa Ana, Cal.	371,666	11
Atlanta, Ga.	363,139	12
Denver, Colo.	332,958	13
Phoenix, Ariz.	315,471	14
Minneapolis - St. Paul, Minn.	313,311	15
San Diego, Cal.	309,699	16
Miami - Hialeah, Fla.	305,557	17
St. Louis, Mo.	286,723	18
Tampa - St. Petersburg - Clearwater, Fla.	284,355	19
Baltimore, Md.	284,249	20
San Francisco, Cal.	272,809	21
Oakland, Cal.	271,868	22
Bergen - Passaic, N.J.	265,668	23
Newark, N.J.	262,636	24
Cleveland, Ohio	254,884	25
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	246,928	26
Pittsburgh, Pa.	245,721	27
Seattle, Wash.	240,230	28
San Jose, Cal.	237,858	29
New Orleans, La.	209,409	30
Riverside - San Bernardino, Cal.	198,549	31
Oklahoma City, Okla.	183,725	32
Kansas City, Mo.-Kans.	179,418	33
San Antonio, Tex.	178,219	34
Norfolk - Virginia Beach - Newport News, Va.	165,836	35
West Palm Beach - Boca Raton - Delray Beach, Fla.	163,426	36
Cincinnati, Ohio	161,205	37
Middlesex - Somerset - Hunterdon, N.J.	158,555	38
Sacramento, Cal.	156,848	39
Indianapolis, Ind.	154,656	40
Salt Lake City - Ogden, Utah	149,835	41
Fort Worth - Arlington, Tex.	149,569	42
Greensboro - Winston-Salem - High Point, N.C.	148,316	43
Milwaukee, Wisc.	139,689	44
Portland, Ore.	135,860	45
Memphis, Tenn.	135,425	46
Columbus, Ohio	134,839	47
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	131,772	48
Orlando, Fla.	127,147	49
Tulsa, Okla.	122,706	50
Total Top 50	**15,545,859**	
Nashville, Tenn.	122,555	51
Omaha, Neb.	121,759	52
Hartford - New Britain - Middletown - Bristol, Conn.	120,977	53
Louisville, Ky.	111,330	54
Monmouth - Ocean, N.J.	107,764	55
Rochester, N.Y.	107,618	56
Birmingham, Ala.	107,108	57
Dayton - Springfield, Ohio	106,240	58
Jacksonville, Fla.	105,105	59
Bridgeport - Stamford - Norwalk - Danbury, Conn.	104,153	60
Richmond - Petersburg, Va.	95,970	61
Las Vegas, Nev.	95,757	62
Austin, Tex.	93,728	63
New Haven - Waterbury - Meriden, Conn.	92,335	64
Baton Rouge, La.	91,217	65
Buffalo, N.Y.	90,169	66
Grand Rapids, Mich.	89,507	67
Tucson, Ariz.	87,421	68
Knoxville, Tenn.	83,517	69
Raleigh - Durham, N.C.	83,033	70
Albany - Schenectady - Troy, N.Y.	80,932	71
Sarasota, Fla.	77,602	72
Colorado Springs, Colo.	76,745	73
Wilmington, Del.	73,935	74
Providence - Pawtucket - Woonsocket, R.I.	70,442	75
Toledo, Ohio	69,216	76
Madison, Wisc.	69,180	77
El Paso, Tex.	67,790	78
Honolulu, Haw.	67,677	79
Fresno, Cal.	66,479	80
Greenville - Spartanburg, S.C.	66,199	81
Oxnard - Ventura, Cal.	66,169	82
Worcester - Fitchburg - Leominster, Mass.	65,836	83
Albuquerque, N.M.	65,019	84
Melbourne - Titusville - Palm Bay, Fla.	64,452	85
Little Rock - North Little Rock, Ark.	63,544	86
Syracuse, N.Y.	63,385	87
Scranton - Wilkes-Barre, Pa.	63,255	88
Fort Myers - Cape Coral, Fla.	62,409	89
Allentown - Bethlehem, Pa.	60,258	90
Youngstown - Warren, Ohio	59,451	91
Anchorage, Alas.	59,251	92
Santa Barbara - Santa Maria - Lompoc, Cal	58,583	93
Gary - Hammond, Ind.	58,079	94
Charleston, S.C.	56,082	95
Springfield, Mass.	55,884	96
New Bedford - Fall River - Attleboro, Mass.	55,190	97
Harrisburg - Lebanon - Carlisle, Pa.	54,907	98
Shreveport, La.	54,759	99
Corpus Christi, Tex.	54,573	100
Total Top 100	**19,490,405**	
Akron, Ohio	54,227	101
Columbia, S.C.	54,226	102
Chattanooga, Tenn.	54,038	103
Mobile, Ala.	53,607	104
Wichita, Kans.	53,272	105
Salinas - Seaside - Monterey, Cal.	51,728	106
Jackson, Miss.	51,129	107
Bakersfield, Cal.	50,860	108
Des Moines, Iowa	49,874	109
Manchester - Nashua, N.H.	48,264	110
Beaumont - Port Arthur, Tex.	48,130	111
Saginaw - Bay City - Midland, Mich.	47,560	112
Lake County, Ill.	46,750	113
Tacoma, Wash.	46,537	114
Lansing - East Lansing, Mich.	46,445	115
Reno, Nev.	46,284	116
Lancaster, Pa.	45,638	117
Fayetteville, N.C.	45,446	118
Fort Wayne, Ind.	44,545	119
Jersey City, N.J.	44,016	120
McAllen - Edinburg - Mission, Tex.	43,896	121
Davenport - Rock Island - Moline, Iowa-Ill.	43,695	122
Daytona Beach, Fla.	43,208	123
Johnson City - Kingsport - Bristol, Tenn.	43,035	124
Odessa, Tex.	42,920	125
South Bend - Mishawaka, Ind.	41,896	126
Lexington-Fayette, Ky.	41,033	127
Flint, Mich.	40,806	128
Evansville, Ind.	40,802	129
Lafayette, La.	40,233	130
Augusta, Ga.	40,223	131
Portsmouth - Dover - Rochester, N.H.	40,074	132
Lubbock, Tex.	40,015	133
Pensacola, Fla.	39,923	134
Modesto, Cal.	39,752	135
Columbus, Ga.	39,266	136
Santa Rosa - Petaluma, Cal.	39,186	137
Atlantic City, N.J.	38,471	138
Peoria, Ill.	37,378	139
Amarillo, Tex.	36,223	140
Savannah, Ga.	35,835	141
Trenton, N.J.	35,783	142
Kalamazoo, Mich.	35,284	143
Spokane, Wash.	35,252	144
Rockford, Ill.	34,532	145
Canton, Ohio	34,471	146
Vallejo - Fairfield - Napa, Cal.	34,357	147
Naples, Fla.	34,242	148
Stockton, Cal.	33,643	149
Houma - Thibodaux, La.	33,321	150
Total Top 150	**21,631,736**	
Montgomery, Ala.	32,947	151
Macon - Warner Robins, Ga.	32,877	152
Tallahassee, Fla.	32,836	153
Midland, Tex.	30,540	154
Fort Pierce, Fla.	30,343	155
Huntington - Ashland, W.Va.-Ky.	30,218	156
Lakeland - Winter Haven, Fla.	29,116	157
Boulder - Longmont, Colo.	28,942	158
Ann Arbor, Mich.	28,740	159
Orange County, N.Y.	28,705	160
Appleton - Oshkosh - Neenah, Wisc.	28,212	161
Lake Charles, La.	27,874	162
York, Pa.	27,533	163
Roanoke, Va.	27,511	164
Longview - Marshall, Tex.	26,979	165
Eugene - Springfield, Ore.	26,963	166
Killeen - Temple, Tex.	26,787	167
Huntsville, Ala.	26,730	168
Charleston, W.Va.	26,645	169
Binghamton, N.Y.	26,363	170
Utica - Rome, N.Y.	26,241	171
Aurora - Elgin, Ill.	26,174	172
Visalia - Tulare - Porterville, Cal.	25,982	173
Brownsville - Harlingen, Tex.	25,429	174
Springfield, Mo.	25,270	175
Billings, Mont.	25,055	176
Green Bay, Wisc.	24,927	177
Gainesville, Fla.	24,865	178
Poughkeepsie, N.Y.	24,810	179
Reading, Pa.	24,757	180
Tyler, Tex.	24,683	181
New London - Norwich, Conn.	24,648	182
Springfield, Ill.	24,577	183
Ocala, Fla.	24,541	184
Lorain - Elyria, Ohio	24,256	185
Waco, Tex.	24,146	186
Hickory, N.C.	23,171	187
San Angelo, Tex.	22,971	188
Duluth, Minn.	22,859	189
Portland, Me.	22,670	190
Wichita Falls, Tex.	22,653	191
Fort Walton Beach, Fla.	22,572	192
Abilene, Tex.	21,635	193
Jacksonville, N.C.	21,314	194
Wilmington, N.C.	21,162	195
Erie, Pa.	21,086	196
Monroe, La.	20,917	197
Johnstown, Pa.	20,328	198
Santa Cruz, Cal.	19,348	199
Bradenton, Fla.	19,321	200
Total Top 200	**22,910,965**	
Cedar Rapids, Iowa	18,953	201
Altoona, Pa.	18,789	202
Fargo - Moorhead, N.D.-Minn.	18,758	203
Asheville, N.C.	18,532	204
Racine, Wisc.	18,110	205
Boise, Ida.	18,101	206
Galveston - Texas City, Tex.	18,096	207
Provo - Orem, Utah	18,096	207
Beaver County, Pa.	17,848	209
Brazoria, Tex.	17,742	210
Topeka, Kans.	17,285	211
Albany, Ga.	17,277	212
Fort Collins - Loveland, Colo.	17,153	213
Joliet, Ill.	16,897	214
Salem, Ore.	16,577	215
Biloxi - Gulfport, Miss.	16,258	216
Laredo, Tex.	16,192	217
Waterloo - Cedar Falls, Iowa	15,771	218
Burlington, N.C.	15,686	219
Wheeling, W.Va.	15,642	220
Tuscaloosa, Ala.	15,610	221
Lynchburg, Va.	15,592	222
Sioux Falls, S.D.	15,539	223
Texarkana, Tex.-Ark.	15,474	224
Lawton, Okla.	15,339	225
Muncie, Ind.	15,296	226
Champaign - Urbana - Rantoul, Ill.	15,231	227
Parkersburg - Marietta, W.Va.-Ohio	15,137	228
Decatur, Ill.	15,042	229
Hamilton - Middletown, Ohio	14,606	230
Charlottesville, Va.	14,237	231
Richland - Kennewick - Pasco, Wash.	14,230	232
Fort Smith, Ark.	13,923	233
Panama City, Fla.	13,923	233
Vancouver, Wash.	13,906	235
Great Falls, Mont.	13,903	236
Anderson, S.C.	13,882	237
Lima, Ohio	13,834	238
Lincoln, Neb.	13,714	239
Benton Harbor, Mich.	13,688	240
Pueblo, Colo.	13,680	241
Terre Haute, Ind.	13,622	242
Eau Claire, Wisc.	13,287	243
Rochester, Minn.	13,264	244
St. Cloud, Minn.	13,245	245
Clarksville - Hopkinsville, Tenn.-Ky.	12,909	246
Dothan, Ala.	12,897	247
Burlington, Vt.	12,867	248
Joplin, Mo.	12,709	249
Lafayette - West Lafayette, Ind.	12,496	250
Total Top 250	**23,681,810**	
Niagara Falls, N.Y.	12,481	251
Sioux City, Iowa	12,382	252
Wausau, Wisc.	12,347	253
Muskegon, Mich.	12,257	254
Hagerstown, Md.	12,160	255
Greeley, Colo.	12,150	256
Rapid City, S.D.	11,974	257
La Crosse, Wisc.	11,965	258
Alexandria, La.	11,857	259
Cumberland, Md.	11,535	260
Florence, Ala.	11,458	261
Bismarck, N.D.	11,285	262
Sherman - Denison, Tex.	11,240	263
Chico, Cal.	11,218	264
Victoria, Tex.	11,186	265
Florence, S.C.	11,104	266
Bryan - College Station, Tex.	11,103	267
State College, Pa.	11,029	268
Anderson, Ind.	11,009	269
Grand Forks, N.D.	10,963	270
Yuba City, Cal.	10,962	271
Mansfield, Ohio	10,912	272
Fayetteville - Springdale, Ark.	10,749	273
Medford, Ore.	10,745	274
Bangor, Me.	10,708	275
Cheyenne, Wyo.	10,579	276
Sharon, Pa.	10,571	277
Las Cruces, N.M.	10,451	278
Elkhart - Goshen, Ind.	10,439	279
Bloomington - Normal, Ill.	10,227	280
Bremerton, Wash.	10,023	281
Kokomo, Ind.	10,003	282
Yakima, Wash.	9,989	283
Janesville - Beloit, Wisc.	9,948	284
Steubenville - Weirton, Ohio-W.Va.	9,791	285
Jackson, Mich.	9,770	286
Redding, Cal.	9,769	287
Vineland - Millville - Bridgeton, N.J.	9,727	288
Kenosha, Wisc.	9,414	289
Bellingham, Wash.	9,361	290
Olympia, Wash.	9,292	291
St. Joseph, Mo.	9,175	292
Kankakee, Ill.	9,120	293
Enid, Okla.	9,081	294
Athens, Ga.	9,002	295
Anniston, Ala.	8,879	296
Owensboro, Ky.	8,831	297
Casper, Wyo.	8,748	298
Gadsden, Ala.	8,598	299
Columbia, Mo.	8,597	300
Danville, Va.	8,530	301
Williamsport, Pa.	8,447	302
Dubuque, Iowa	8,433	303
Pascagoula, Miss.	8,424	304
Elmira, N.Y.	8,342	305
Jackson, Tenn.	8,072	306
Bloomington, Ind.	7,895	307
Santa Fe, N.M.	7,760	308
Glens Falls, N.Y.	7,700	309
Sheboygan, Wisc.	7,624	310
Pittsfield, Mass.	7,366	311
Battle Creek, Mich.	6,667	312
Pine Bluff, Ark.	6,455	313
Lewiston - Auburn, Me.	6,179	314
Iowa City, Iowa	5,371	315
Lawrence, Kans.	4,111	316
Total Above Areas	**24,325,350**	
Percent of U.S.	**85.8327**	
U.S. Total	**28,340,416**	

SECTION C

Sales and Marketing
MANAGEMENT

1989 Projections For U.S. Metropolitan Markets

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	1989	1984	1989
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1989 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/84 and 12/31/89, with 1984 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/84 and 12/31/89, with 1984 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprieters' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1989 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 22 *Survey of Buying Power*, should be considered.

6 Percent Change between 1984 and 1989, with 1984 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1989 are stated in current dollars.

9 Percent Change between 1984 and 1989, with 1984 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEW ENGLAND	**12,605.3**	**12,866.8**	**2.1**	**4,810.0**	**4.4**	**248,573,654**	**62.1**	**33,282**	**51,678**	**119,972,286**	**49.8**	**17,389**	**24,942**	**5.8870**	**5.7659**
Connecticut	3,152.8	3,196.3	1.4	1,185.3	3.8	71,656,502	61.2	38,905	60,454	29,358,684	48.5	17,303	24,769	1.5843	1.5414
Maine	1,165.8	1,207.0	3.5	447.7	6.0	18,214,788	67.9	25,683	40,685	9,966,377	53.1	15,413	22,261	.4590	.4616
Massachusetts	5,807.9	5,883.3	1.3	2,221.5	3.7	113,899,427	59.7	33,275	51,271	57,121,891	48.2	17,993	25,713	2.7633	2.6738
New Hampshire	982.4	1,045.5	6.4	389.4	9.1	19,111,076	71.2	31,283	49,078	10,780,437	57.2	19,215	27,665	.4579	.4716
Rhode Island	963.0	978.3	1.6	358.3	3.0	17,337,709	64.0	30,391	48,389	7,684,119	50.0	14,734	21,446	.4046	.3982
Vermont	533.4	556.4	4.3	207.8	6.9	8,353,552	67.4	25,675	40,200	5,060,778	53.8	16,929	24,354	.2179	.2193
MIDDLE ATLANTIC	**37,426.7**	**38,097.3**	**1.8**	**14,338.1**	**4.0**	**691,636,740**	**58.6**	**31,619**	**48,238**	**284,791,951**	**46.6**	**14,083**	**19,863**	**16.0988**	**15.4782**
New Jersey	7,545.8	7,735.4	2.5	2,859.9	5.0	161,707,882	62.4	36,556	56,543	66,048,262	49.2	16,247	23,095	3.5902	3.5171
New York	17,915.5	18,302.5	2.2	6,890.0	4.1	328,108,352	56.2	31,743	47,621	131,131,706	46.5	13,527	19,032	7.6501	7.3005
Pennsylvania	11,965.4	12,059.4	.8	4,588.2	3.1	201,820,506	59.5	28,415	43,987	87,611,983	44.9	13,586	19,095	4.8585	4.6606
EAST NORTH CENTRAL	**41,892.1**	**42,113.0**	**.5**	**15,658.2**	**2.7**	**727,069,751**	**61.5**	**29,523**	**46,434**	**313,376,953**	**46.3**	**14,050**	**20,014**	**17.2112**	**16.6493**
Illinois	11,552.9	11,645.6	.8	4,335.4	3.0	216,860,901	60.9	32,018	50,021	85,895,595	45.9	13,988	19,813	4.9469	4.7773
Indiana	5,556.9	5,613.0	1.0	2,041.1	2.7	89,028,002	63.1	27,478	43,618	44,684,639	48.5	15,148	21,892	2.2222	2.1714
Michigan	9,180.2	9,192.7	.1	3,367.8	2.3	157,655,250	60.6	29,825	46,813	68,424,187	46.3	14,214	20,317	3.7579	3.6222
Ohio	10,813.8	10,796.4	–.2	4,077.3	2.0	181,226,477	61.0	28,163	44,448	79,971,138	45.5	13,755	19,614	4.3635	4.2022
Wisconsin	4,788.3	4,865.3	1.6	1,836.6	3.9	82,299,121	64.0	28,398	44,811	34,401.394	46.1	13,323	18,731	1.9207	1.8762
WEST NORTH CENTRAL	**17,645.0**	**18,098.1**	**2.6**	**6,785.8**	**4.0**	**310,839,583**	**63.7**	**29,099**	**45,807**	**145,302,935**	**48.9**	**14,955**	**21,413**	**7.4249**	**7.2985**
Iowa	2,941.3	2,956.7	.5	1,148.7	2.7	49,013,143	61.6	27,108	42,668	20,978,822	43.3	13,085	18,263	1.1740	1.1296
Kansas	2,448.0	2,535.0	3.6	969.7	5.2	47,234,288	64.0	31,257	48,710	20,133,995	51.4	14,432	20,763	1.0722	1.0622
Minnesota	4,183.6	4,297.0	2.7	1,603.4	4.7	77,823,254	66.7	30,492	48,536	37,962,538	51.1	16,416	23,676	1.8383	1.8328
Missouri	5,046.6	5,173.6	2.5	1,891.9	2.7	83,775,230	61.7	28,118	44,281	42,343,303	48.1	15,519	22,381	2.0908	2.0393
Nebraska	1,619.4	1,667.7	3.0	638.0	5.0	28,736,010	63.8	28,852	45,041	12,412,342	48.5	13,752	19,455	.6698	.6585
North Dakota	692.4	730.5	5.5	258.3	6.2	12,801,859	64.7	31,957	49,562	6,098,881	52.1	16,482	23,612	.3017	.3012
South Dakota	713.7	737.6	3.3	275.8	5.4	11,455,799	64.1	26,687	41,537	5,373,074	50.4	13,655	19,482	.2781	.2749
SOUTH ATLANTIC	**39,904.5**	**42,945.0**	**7.6**	**16,031.2**	**9.7**	**695,754,592**	**70.4**	**27,937**	**43,400**	**343,917,257**	**56.2**	**15,066**	**21,453**	**16.3645**	**16.8157**
Delaware	615.0	636.5	3.5	229.9	5.5	11,466,584	66.3	31,652	49,876	5,906,857	52.2	17,814	25,693	.2753	.2752
District of Columbia	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718
Florida	11,166.0	12,670.6	13.5	5,074.9	15.5	212,644,758	77.0	27,344	41,901	113,185,259	62.7	15,832	22,303	4.8774	5.2262
Georgia	5,889.6	6,332.2	7.5	2,259.6	9.4	96,816,523	69.9	27,606	42,847	46,915,063	54.3	14,721	20,763	2.3039	2.3540
Maryland	4,381.6	4,550.2	3.8	1,662.6	6.1	82,373,597	62.7	32,295	49,545	40,848,656	50.8	17,283	24,569	1.9771	1.9502
North Carolina	6,215.9	6,557.0	5.5	2,421.4	8.1	96,579,431	70.1	25,343	39,886	49,809,459	55.6	14,289	20,571	2.3644	2.4134
South Carolina	3,353.4	3,582.9	6.8	1,284.1	9.6	48,983,045	71.6	24,360	38,146	24,259,383	56.7	13,212	18,892	1.1936	1.2292
Virginia	5,692.4	6,024.5	5.8	2,105.9	6.2	105,344,744	68.0	31,632	50,024	46,070,655	53.3	15,158	21,877	2.3897	2.4164
West Virginia	1,972.5	1,993.1	1.0	747.2	3.2	27,953,989	66.7	23,168	37,412	12,655,779	46.3	11,951	16,938	.6912	.6793
EAST SOUTH CENTRAL	**15,199.2**	**15,721.0**	**3.4**	**5,737.3**	**5.7**	**224,430,495**	**69.6**	**24,374**	**39,118**	**106,401,563**	**52.1**	**12,882**	**18,546**	**5.4624**	**5.5040**
Alabama	4,042.4	4,183.6	3.5	1,552.2	6.0	57,710,409	67.2	23,561	37,180	25,388,896	49.7	11,577	16,357	1.4014	1.3965
Kentucky	3,769.7	3,881.6	3.0	1,401.9	4.9	57,342,929	69.6	25,294	40,904	26,241,046	51.5	12,957	18,718	1.3732	1.3811
Mississippi	2,627.2	2,729.9	3.9	956.5	6.4	34,402,562	71.4	22,326	35,967	16,999,478	53.2	12,337	17,773	.8667	.8797
Tennessee	4,759.9	4,925.9	3.5	1,826.7	5.6	74,974,595	70.6	25,416	41,044	37,772,143	53.7	14,211	20,678	1.8211	1.8467
WEST SOUTH CENTRAL	**26,394.7**	**29,111.6**	**10.3**	**10,406.5**	**11.6**	**464,509,114**	**72.5**	**28,858**	**44,636**	**225,496,149**	**53.6**	**15,739**	**21,669**	**10.8366**	**11.1991**
Arkansas	2,377.8	2,467.5	3.8	898.7	4.7	33,025,115	66.6	23,103	36,748	15,502,738	47.9	12,215	17,250	.8270	.8199
Louisiana	4,500.7	4,807.7	6.8	1,714.4	9.3	72,787,328	72.1	26,968	42,456	34,584,264	50.9	14,618	20,173	1.7285	1.7631
Oklahoma	3,348.6	3,692.6	10.3	1,403.8	11.8	58,098,636	69.7	27,270	41,387	28,302,771	52.0	14,839	20,162	1.3761	1.4063
Texas	16,167.6	18,143.8	12.2	6,389.6	13.1	300,598,035	73.9	30,610	47,045	147,106,376	55.2	16,785	23,023	6.9050	7.2098
MOUNTAIN	**12,743.3**	**14,211.3**	**11.5**	**5,300.4**	**13.6**	**225,956,798**	**76.2**	**27,495**	**42,630**	**113,595,623**	**59.2**	**15,299**	**21,432**	**5.2093**	**5.5116**
Arizona	3,106.3	3,523.0	13.4	1,357.7	16.3	54,331,875	77.3	26,251	40,018	27,736,344	62.7	14,607	20,429	1.2499	1.3402
Colorado	3,224.7	3,592.8	11.4	1,411.4	13.7	66,300,592	76.6	30,249	46,975	32,607,042	60.3	16,393	23,103	1.4696	1.5601
Idaho	1,017.1	1,092.4	7.4	371.7	6.7	15,402,100	70.5	25,945	41,437	6,637,880	47.4	12,931	17,858	.3648	.3687
Montana	827.6	884.0	6.8	343.2	9.1	13,032,497	68.6	24,562	37,973	6,419,816	45.3	14,041	18,706	.3216	.3211
Nevada	920.4	1,048.9	14.0	431.2	16.7	19,255,507	84.7	28,225	44,656	11,198,696	68.2	18,018	25,971	.4335	.4799
New Mexico	1,451.1	1,607.4	10.8	582.1	13.2	22,545,680	72.4	25,418	38,732	11,868,080	57.4	14,661	20,388	.5500	.5732
Utah	1,680.5	1,915.3	14.0	600.1	15.0	25,034,037	78.4	26,888	41,716	11,724,174	58.0	14,219	19,537	.5851	.6247
Wyoming	515.6	547.5	6.2	203.0	8.1	10,054,510	74.0	30,771	49,530	5,403,591	57.5	18,263	26,619	.2348	.2437
PACIFIC	**34,463.9**	**37,343.2**	**8.4**	**13,928.1**	**9.5**	**685,215,295**	**67.6**	**32,160**	**49,197**	**313,288,026**	**55.0**	**15,900**	**22,493**	**15.5053**	**15.7777**
Alaska	523.7	643.0	22.8	226.0	26.5	13,179,254	80.8	40,787	58,315	7,180,033	72.0	23,357	31,770	.2820	.3150
California	25,806.6	28,143.4	9.1	10,442.3	10.0	523,726,700	66.9	33,065	50,154	238,069,765	55.0	16,187	22,799	11.8102	12.0063
Hawaii	1,053.9	1,154.6	9.6	366.5	11.5	19,935,025	70.4	35,578	54,393	10,078,599	58.4	19,354	27,500	.4627	.4792
Oregon	2,693.3	2,750.9	2.1	1,054.9	3.0	44,642,434	68.4	25,879	42,319	21,431,232	50.2	13,925	20,316	1.0708	1.0690
Washington	4,386.4	4,651.3	6.0	1,838.4	8.6	83,731,882	68.8	29,312	45,546	36,528,399	54.0	14,022	19,870	1.8796	1.9082
TOTAL UNITED STATES	**238,274.7**	**250,507.3**	**5.1**	**92,995.6**	**7.0**	**4,273,985,422**	**65.9**	**29,640**	**45,959**	**1,966,142,765**	**51.6**	**14,917**	**21,142**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM'S METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
ALABAMA															
ANNISTON	**124.9**	**127.1**	**1.8**	**45.2**	**4.4**	**1,658,564**	**62.8**	**23,521**	**36,694**	**603,618**	**33.8**	**10,416**	**13,354**	**.0407**	**.0387**
Calhoun	124.9	127.1	1.8	45.2	4.4	1,658,564	62.8	23,521	36,694	603,618	33.8	10,416	13,354	.0407	.0387
BIRMINGHAM	**915.7**	**945.1**	**3.2**	**361.5**	**5.5**	**14,281,624**	**64.1**	**25,397**	**39,507**	**6,246,804**	**47.4**	**12,365**	**17,280**	**.3440**	**.3378**
Blount	39.2	42.1	7.4	15.6	10.6	389,964	48.8	18,587	24,998	98,390	31.0	5,327	6,307	.0102	.0094
Jefferson	680.4	686.7	.9	268.7	3.3	10,887,690	61.2	25,974	40,520	5,390,895	48.4	13,969	20,063	.2723	.2643
St. Clair	46.8	51.6	10.3	18.1	13.1	516,320	55.2	20,798	28,526	123,317	35.3	5,696	6,813	.0125	.0120
Shelby	77.4	89.7	15.9	31.5	18.9	1,592,321	100.4	29,979	50,550	287,178	61.0	6,733	9,117	.0261	.0303
Walker	71.9	75.0	4.3	27.6	6.2	895,329	60.3	21,480	32,439	347,024	33.7	9,984	12,573	.0229	.0218
DOTHAN	**126.1**	**131.4**	**4.2**	**48.3**	**6.6**	**1,733,218**	**64.3**	**23,289**	**35,884**	**1,070,565**	**53.8**	**15,367**	**22,165**	**.0471**	**.0470**
Dale	45.2	44.1	−2.4	15.5	.0	592,249	59.8	23,908	38,210	195,650	45.4	8,683	12,623	.0141	.0134
Houston	80.9	87.3	7.9	32.8	10.1	1,140,969	66.7	22,967	34,786	874,915	55.8	18,844	26,674	.0330	.0336
FLORENCE	**139.6**	**144.1**	**3.2**	**55.0**	**5.8**	**1,826,883**	**52.9**	**22,976**	**33,216**	**842,493**	**39.1**	**11,627**	**15,318**	**.0488**	**.0457**
Colbert	56.1	57.6	2.7	22.0	4.8	665,048	43.9	22,010	30,229	331,315	36.0	11,603	15,060	.0193	.0175
Lauderdale	83.5	86.5	3.6	33.0	6.5	1,161,835	58.6	23,629	35,207	511,178	41.6	11,644	15,490	.0295	.0282
GADSDEN	**104.8**	**106.3**	**1.4**	**40.6**	**3.8**	**1,220,316**	**46.0**	**21,382**	**30,057**	**518,476**	**25.8**	**10,539**	**12,770**	**.0345**	**.0306**
Etowah	104.8	106.3	1.4	40.6	3.8	1,220,318	46.0	21,382	30,057	518,476	25.8	10,539	12,770	.0345	.0306
HUNTSVILLE	**208.0**	**219.5**	**5.5**	**82.9**	**8.1**	**4,318,637**	**82.9**	**30,777**	**52,095**	**1,764,231**	**60.6**	**14,324**	**21,281**	**.0886**	**.0949**
Madison	206.0	219.5	5.5	82.9	8.1	4,318,637	82.9	30,777	52,095	1,764,231	60.6	14,324	21,281	.0886	.0949
MOBILE	**468.8**	**493.2**	**5.2**	**180.5**	**7.7**	**7,954,383**	**81.7**	**26,120**	**44,069**	**3,792,586**	**60.8**	**14,075**	**21,012**	**.1790**	**.1904**
Baldwin	87.0	95.8	10.1	35.6	12.7	1,558,913	90.3	25,928	43,790	679,342	68.4	12,764	19,083	.0325	.0362
Mobile	381.8	397.4	4.1	144.9	6.5	6,395,470	79.7	26,164	44,137	3,113,244	59.2	14,379	21,485	.1465	.1542
MONTGOMERY	**291.4**	**308.4**	**5.8**	**112.8**	**8.6**	**4,674,225**	**74.6**	**25,773**	**41,438**	**2,169,232**	**57.5**	**13,256**	**19,231**	**.1084**	**.1124**
Autauga	35.2	38.2	8.5	13.2	11.9	585,989	87.8	26,441	44,393	193,821	66.7	9,851	14,683	.0118	.0129
Elmore	47.8	51.5	7.7	17.7	10.6	582,396	59.4	22,830	32,904	160,568	43.5	6,994	9,072	.0137	.0134
Montgomery	208.4	218.7	4.9	81.9	7.6	3,505,850	75.2	26,288	42,806	1,814,843	57.9	15,100	22,159	.0829	.0861
TUSCALOOSA	**143.2**	**149.8**	**4.6**	**55.2**	**7.2**	**1,975,612**	**67.2**	**22,938**	**35,790**	**1,022,369**	**52.0**	**13,062**	**18,521**	**.0506**	**.0507**
Tuscaloosa	143.2	149.8	4.6	55.2	7.2	1,975,612	67.2	22,938	35,790	1,022,369	52.0	13,062	18,521	.0506	.0507
TOTAL METRO COUNTIES	**2,570.8**	**2,674.0**	**4.0**	**1,000.2**	**6.4**	**40,204,888**	**69.3**	**25,277**	**40,197**	**18,234,435**	**51.4**	**12,820**	**18,231**	**.9555**	**.9618**
TOTAL STATE	**4,042.4**	**4,183.6**	**3.5**	**1,552.2**	**6.0**	**57,710,409**	**67.2**	**23,561**	**37,180**	**25,388,896**	**49.7**	**11,577**	**16,357**	**1.4014**	**1.3965**
ALASKA															
ANCHORAGE	**229.8**	**291.0**	**26.6**	**109.2**	**30.3**	**6,376,751**	**82.1**	**41,777**	**58,395**	**4,332,111**	**77.5**	**29,122**	**39,671**	**.1435**	**.1639**
Anchorage	229.8	291.0	26.6	109.2	30.3	6,376,751	82.1	41,777	58,395	4,332,111	77.5	29,122	39,671	.1435	.1639
TOTAL METRO COUNTIES	**229.8**	**291.0**	**26.6**	**109.2**	**30.3**	**6,376,751**	**82.1**	**41,777**	**58,395**	**4,332,111**	**77.5**	**29,122**	**39,671**	**.1435**	**.1639**
TOTAL STATE	**523.7**	**643.0**	**22.8**	**226.0**	**26.5**	**13,179,254**	**80.8**	**40,787**	**58,315**	**7,180,033**	**72.0**	**23,357**	**31,770**	**.2820**	**.3150**
ARIZONA															
PHOENIX	**1,736.0**	**1,981.3**	**14.1**	**782.7**	**17.0**	**35,153,563**	**83.7**	**28,601**	**44,913**	**18,078,192**	**68.6**	**16,029**	**23,097**	**.7653**	**.8452**
Maricopa	1,736.0	1,981.3	14.1	782.7	17.0	35,153,563	83.7	28,601	44,913	18,078,192	68.6	16,029	23,097	.7653	.8452
TUCSON	**602.1**	**678.1**	**12.6**	**272.9**	**15.5**	**9,653,117**	**66.1**	**24,590**	**35,372**	**4,734,411**	**53.7**	**13,033**	**17,349**	**.2346**	**.2393**
Pima	602.1	678.1	12.6	272.9	15.5	9,653,117	66.1	24,590	35,372	4,734,411	53.7	13,033	17,349	.2346	.2393
TOTAL METRO COUNTIES	**2,338.1**	**2,659.4**	**13.7**	**1,055.6**	**16.6**	**44,806,680**	**79.6**	**27,554**	**42,447**	**22,812,603**	**65.3**	**15,247**	**21,611**	**.9999**	**1.0845**
TOTAL STATE	**3,106.3**	**3,523.0**	**13.4**	**1,357.7**	**16.3**	**54,331,875**	**77.3**	**26,251**	**40,018**	**27,736,344**	**62.7**	**14,607**	**20,429**	**1.2499**	**1.3402**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**106.0**	**111.7**	**5.4**	**41.9**	**7.7**	**1,479,210**	**64.2**	**23,158**	**35,303**	**860,435**	**51.2**	**14,631**	**20,535**	**.0394**	**.0394**
Washington	106.0	111.7	5.4	41.9	7.7	1,479,210	64.2	23,158	35,303	860,435	51.2	14,631	20,535	.0394	.0394
FORT SMITH	**175.5**	**188.8**	**7.6**	**69.4**	**8.4**	**2,783,164**	**75.3**	**24,811**	**40,103**	**1,265,204**	**52.6**	**12,951**	**18,231**	**.0649**	**.0669**
Crawford	41.0	45.2	10.2	15.5	10.7	574,492	79.4	22,874	37,064	136,354	45.0	6,717	8,797	.0118	.0124
Sebastian	99.4	103.6	4.2	40.5	6.3	1,862,765	78.8	27,339	45,994	1,011,867	56.3	16,996	24,984	.0437	.0455
Sequoyah, Okla.	*35.1*	*40.0*	*14.0*	*13.4*	*12.6*	*345,907*	*53.0*	*18,996*	*25,814*	*116,983*	*34.0*	*7,334*	*8,730*	*.0094*	*.0090*
LITTLE ROCK - NORTH LITTLE ROCK	**501.5**	**526.6**	**5.0**	**192.2**	**6.4**	**8,909,943**	**74.1**	**28,339**	**46,358**	**4,264,455**	**54.6**	**15,272**	**22,188**	**.2049**	**.2114**
Faulkner	51.6	57.3	11.0	20.2	14.1	884,152	92.0	26,019	43,770	346,340	66.4	11,756	17,146	.0180	.0202
Lonoke	37.5	40.6	8.3	14.1	11.9	424,554	55.8	21,632	30,110	164,326	41.0	9,252	11,654	.0111	.0107
Pulaski	354.3	365.5	3.2	136.6	4.4	6,789,192	75.3	29,589	49,701	3,542,437	55.6	17,394	25,933	.1575	.1627
Saline	58.1	63.2	8.8	21.3	9.8	812,045	58.6	26,384	38,124	211,352	35.0	8,070	9,923	.0183	.0178
PINE BLUFF	**90.2**	**88.4**	**−2.0**	**30.0**	**−1.6**	**1,052,309**	**49.6**	**23,062**	**35,077**	**576,468**	**39.3**	**13,566**	**19,216**	**.0309**	**.0281**
Jefferson	90.2	88.4	−2.0	30.0	−1.6	1,052,309	49.6	23,062	35,077	576,468	39.3	13,566	19,216	.0309	.0281
TEXARKANA	**119.5**	**126.0**	**5.4**	**45.8**	**5.8**	**1,665,911**	**59.7**	**24,089**	**36,374**	**1,028,511**	**49.0**	**15,939**	**22,457**	**.0461**	**.0455**
Miller	38.8	39.8	2.6	14.4	3.6	587,365	74.5	24,212	40,789	278,082	54.7	12,933	19,311	.0138	.0144
Bowie, Tex.	*80.7*	*86.2*	*6.8*	*31.4*	*6.8*	*1,078,546*	*52.7*	*24,031*	*34,349*	*750,429*	*47.0*	*17,360*	*23,899*	*.0323*	*.0311*
TOTAL METRO COUNTIES	**925.7**	**963.2**	**4.1**	**350.5**	**5.6**	**14,963,144**	**70.8**	**26,386**	**42,691**	**7,600,232**	**52.0**	**15,065**	**21,684**	**.3630**	**.3680**
TOTAL STATE	**2,377.8**	**2,467.5**	**3.8**	**898.7**	**4.7**	**33,025,115**	**66.6**	**23,103**	**36,748**	**15,502,738**	**47.9**	**12,215**	**17,250**	**.8270**	**.8199**

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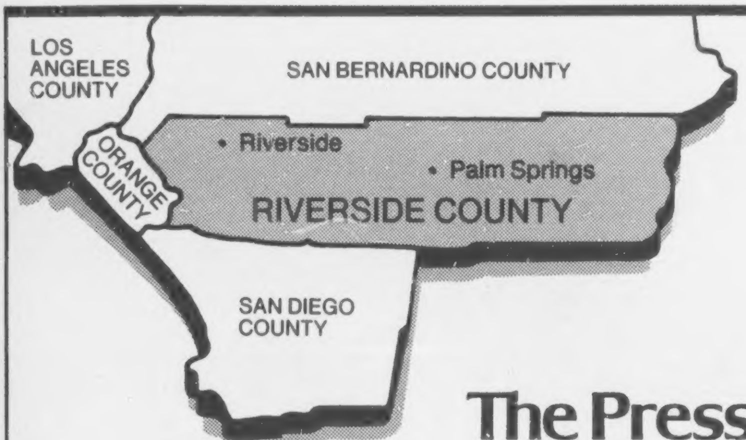
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
CALIFORNIA															
ANAHEIM - SANTA ANA	2,103.6	2,292.8	9.0	818.8	9.3	50,406,438	69.6	39,654	61,561	22,587,930	56.6	19,253	27,587	1.0870	1.1174
Orange	2,103.6	2,292.8	9.0	818.8	9.3	50,406,438	69.6	39,654	61,561	22,587,930	56.6	19,253	27,587	1.0870	1.1174
BAKERSFIELD	460.5	525.5	14.1	187.2	15.3	8,548,745	76.6	29,833	45,666	3,988,921	61.4	15,229	21,308	.1899	.2029
Kern	460.5	525.5	14.1	187.2	15.3	8,548,745	76.6	29,833	45,666	3,988,921	61.4	15,229	21,308	.1899	.2029
CHICO	163.6	184.7	12.9	74.4	13.8	2,307,768	53.6	22,968	31,018	1,258,229	52.5	12,614	16,912	.0619	.0609
Butte	163.6	184.7	12.9	74.4	13.8	2,307,768	53.6	22,968	31,018	1,258,229	52.5	12,614	16,912	.0619	.0609
FRESNO	569.9	630.9	10.7	227.9	13.0	9,930,683	70.0	28,963	43,575	4,126,999	46.2	13,991	18,109	.2265	.2294
Fresno	569.9	630.9	10.7	227.9	13.0	9,930,683	70.0	28,963	43,575	4,126,999	46.2	13,991	18,109	.2265	.2294
LOS ANGELES - LONG BEACH	7,908.9	8,379.6	6.0	3,046.7	5.6	155,146,763	62.6	33,089	50,923	72,127,110	50.7	16,594	23,674	3.6231	3.5846
Los Angeles	7,908.9	8,379.6	6.0	3,046.7	5.6	155,146,763	62.6	33,089	50,923	72,127,110	50.7	16,594	23,674	3.6231	3.5846
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*12,434.8*	*13,455.7*	*8.2*	*4,857.7*	*8.3*	*252,044,235*	*66.1*	*33,839*	*51,806*	*114,986,598*	*54.1*	*16,645*	*23,671*	*5.7154*	*5.7774*
MODESTO	299.8	337.0	12.4	120.8	12.7	4,802,483	61.6	27,729	39,756	2,497,903	55.4	14,999	20,678	.1201	.1212
Stanislaus	299.8	337.0	12.4	120.8	12.7	4,802,483	61.6	27,729	39,756	2,497,903	55.4	14,999	20,678	.1201	.1212
OAKLAND	1,875.8	1,995.5	6.4	789.5	8.7	43,231,253	68.3	35,361	54,758	18,013,990	55.5	15,954	22,817	.9239	.9399
Alameda	1,165.6	1,226.1	5.2	491.2	7.4	24,809,951	65.1	32,849	50,509	10,989,287	53.1	15,688	22,372	.5554	.5558
Contra Costa	710.2	769.4	8.3	298.3	10.9	18,421,302	72.8	39,635	61,754	7,024,703	59.2	16,406	23,549	.3685	.3841
OXNARD - VENTURA	596.9	671.4	12.5	229.3	15.1	13,724,074	81.3	38,003	59,852	5,212,297	66.1	15,752	22,731	.2696	.2937
Ventura	596.9	671.4	12.5	229.3	15.1	13,724,074	81.3	38,003	59,852	5,212,297	66.1	15,752	22,731	.2696	.2937
REDDING	134.6	154.8	15.0	59.9	17.0	1,698,229	44.1	23,021	28,351	1,090,534	50.5	14,153	18,206	.0509	.0489
Shasta	134.6	154.8	15.0	59.9	17.0	1,698,229	44.1	23,021	28,351	1,090,534	50.5	14,153	18,206	.0509	.0489
RIVERSIDE - SAN BERNARDINO	1,825.4	2,111.9	15.7	762.9	17.1	32,766,960	72.2	29,202	42,951	15,059,261	63.4	14,145	19,739	.7357	.7817
Riverside	784.7	915.4	16.7	338.1	17.2	14,227,835	71.7	28,735	42,082	6,901,932	63.3	14,658	20.414	.3245	.3448
San Bernardino	1,040.7	1,196.5	15.0	424.8	16.9	18,539,125	72.6	29,572	43,642	8,157,329	63.4	13,737	19,203	.4112	.4369



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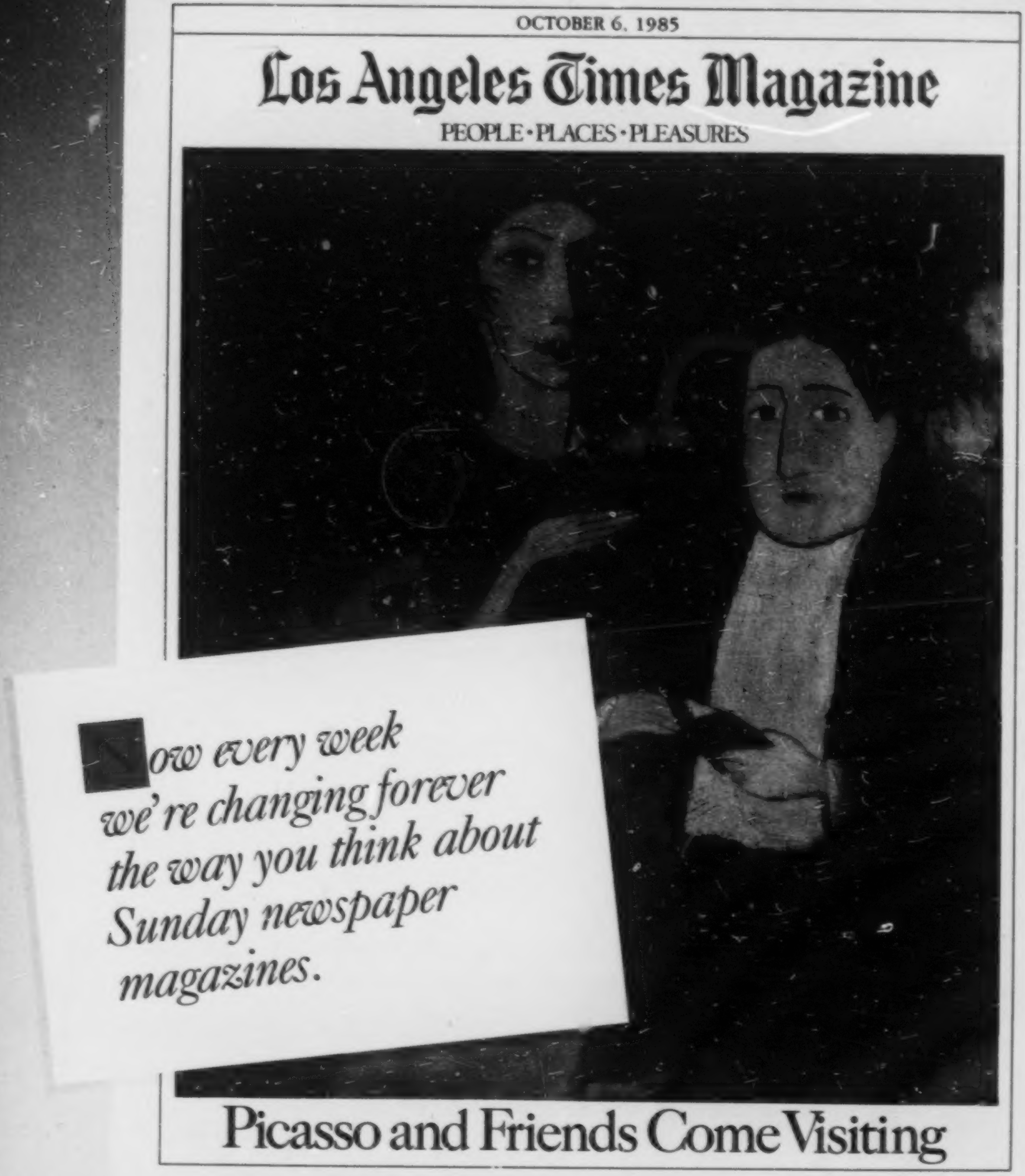

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total Households (Thous.)	% Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
CA (cont.)															
SACRAMENTO	**1,242.4**	**1,398.3**	**12.5**	**559.6**	**15.1**	**23,558,404**	**65.5**	**29,275**	**42,399**	**11,412,295**	**57.3**	**14,080**	**20,394**	**.5477**	**.5615**
El Dorado	105.9	127.8	20.7	49.1	21.2	1,999,857	70.2	29,007	40,730	722,334	50.9	11,816	14,711	.0427	.0447
Placer	139.9	164.6	17.7	[illegible]	19.8	2,763,352	71.8	30,938	44,356	1,430,830	65.2	16,659	22,967	.0629	.0672
Sacramento	873.7	972.6	11.3	[illegible]	14.1	16,836,708	65.3	29,326	42,474	8,421,381	58.1	15,335	21,245	.3943	.4032
Yolo	122.9	133.3	8.5	51.8	11.9	1,958,487	55.1	27,266	37,809	837,750	48.9	12,149	16,173	.0478	.0464
SALINAS - SEASIDE - MONTEREY	**324.8**	**359.8**	**10.8**	**120.5**	**12.0**	**5,962,390**	[illegible]	**32,784**	**49,480**	**2,714,604**	**58.3**	**15,942**	**22,528**	**.1355**	**.1399**
Monterey	324.8	359.8	10.8	120.5	12.0	5,962,390	[illegible]	32,784	49,480	2,714,604	58.3	15,942	22,528	.1355	.1399
SAN DIEGO	**2,085.3**	**2,336.7**	**12.1**	**874.8**	**14.1**	**44,277,001**	**75.7**	**32,875**	**50,614**	**19,128,584**	**62.9**	**15,324**	**21,866**	**.9359**	**.9964**
San Diego	2,085.3	2,336.7	12.1	874.8	14.1	44,277,001	75.7	32,875	50,614	19,128,584	62.9	15,324	21,866	.9359	.9964
SAN FRANCISCO	**1,526.3**	**1,571.8**	**3.0**	**664.2**	**4.1**	**37,781,527**	**61.6**	**36,451**	**56,883**	**17,908,422**	**49.1**	**18,827**	**26,962**	**.8598**	**.8408**
Marin	226.2	229.7	1.5	96.6	3.8	6,742,643	62.2	44,659	69,800	2,546,360	49.2	18,336	26,360	.1392	.1361
San Francisco	688.6	704.1	2.3	312.8	2.3	15,819,761	60.4	32,259	50,575	8,537,503	47.3	18,956	27,294	.3832	.3715
San Mateo	611.5	638.0	4.3	254.8	6.5	15,219,123	62.5	39,146	59,730	6,824,559	51.3	18,853	26,784	.3374	.3332
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,711.2*	*6,086.1*	*6.6*	*2,304.5*	*8.5*	*134,574,792*	*68.0*	*36,435*	*56,437*	*58,436,135*	*54.8*	*17,173*	*26,887*	*2.9873*	*2.9530*
SAN JOSE	**1,377.5**	**1,470.7**	**6.8**	**533.3**	**9.8**	**34,196,551**	**72.3**	**40,841**	**64,123**	**14,807,257**	**58.1**	**19,270**	**27,765**	**.7174**	**.7435**
Santa Clara	1,377.5	1,470.7	6.8	533.3	9.8	34,196,551	72.3	40,841	64,123	14,807,257	58.1	19,270	27,765	.7174	.7435
SANTA BARBARA - SANTA MARIA - LOMPOC	**322.0**	**347.6**	**8.0**	**132.1**	**10.0**	**6,713,318**	**68.3**	**33,219**	**50,820**	**3,772,461**	**56.5**	**20,075**	**28,558**	**.1602**	**.1637**
Santa Barbara	322.0	347.6	8.0	132.1	10.0	6,713,318	68.3	33,219	50,820	3,772,461	56.5	20,075	28,558	.1602	.1637
SANTA CRUZ	**216.8**	**248.2**	**14.5**	**94.0**	**13.9**	**4,951,203**	**79.7**	**33,398**	**52,672**	**1,898,807**	**64.0**	**14,031**	**20,200**	**.0985**	**.1067**
Santa Cruz	216.8	248.2	14.5	94.0	13.9	4,951,203	79.7	33,398	52,672	1,898,807	64.0	14,031	20,200	.0985	.1067
SANTA ROSA - PETALUMA	**335.3**	**373.8**	**11.5**	**148.6**	**13.5**	**7,316,050**	**75.3**	**31,876**	**49,233**	**2,974,020**	**61.4**	**14,076**	**20,014**	**.1516**	**.1608**
Sonoma	335.3	373.8	11.5	148.6	13.5	7,316,050	75.3	31,876	49,233	2,974,020	61.4	14,076	20,014	.1516	.1608
STOCKTON	**393.0**	**443.0**	**12.7**	**163.8**	**14.4**	**6,188,087**	**60.1**	**26,999**	**37,778**	**2,849,014**	**51.8**	**13,110**	**17,393**	**.1515**	**.1512**
San Joaquin	393.0	443.0	12.7	163.8	14.4	6,188,087	60.1	26,999	37,778	2,849,014	51.8	13,110	17,393	.1515	.1512
VALLEJO - FAIRFIELD - NAPA	**379.5**	**426.1**	**12.3**	**154.9**	**14.8**	**7,098,208**	**66.5**	**31,606**	**45,824**	**2,833,629**	**58.1**	**13,390**	**18,390**	**.1561**	**.1603**
Napa	106.5	114.7	7.7	43.7	9.3	2,417,737	71.4	35,258	55,326	728,822	53.4	11,879	16,678	.0473	.0486
Solano	273.0	311.4	14.1	111.2	17.2	4,680,471	64.0	30,067	42,091	2,104,807	59.7	13,885	18,928	.1088	.1117
VISALIA - TULARE - PORTERVILLE	**279.2**	**316.7**	**13.4**	**104.0**	**13.0**	**2,646,656**	**32.9**	**21,652**	**25,449**	**1,852,943**	**42.5**	**14,132**	**17,817**	**.0922**	**.0845**
Tulare	279.2	316.7	13.4	104.0	13.0	2,646,656	32.9	21,652	25,449	1,852,943	42.5	14,132	17,817	.0922	.0845
YUBA CITY	**110.4**	**119.6**	**8.3**	**44.6**	**10.9**	**1,326,430**	**42.4**	**23,176**	**29,741**	**727,744**	**45.3**	**12,440**	**16,317**	**.0391**	**.0362**
Sutter	57.2	62.7	9.6	23.4	11.4	701,704	36.6	24,458	29,987	404,096	43.1	13,451	17,269	.0214	.0195
Yuba	53.2	56.9	7.0	21.2	10.4	624,726	49.4	21,774	29,468	323,648	48.2	11,376	15,266	.0177	.0167
TOTAL METRO COUNTIES	**24,531.5**	**26,696.1**	**8.8**	**9,911.8**	**9.8**	**504,579,221**	**67.1**	**33,449**	**50,907**	**228,842,954**	**55.0**	**16,284**	**23,088**	**11.3341**	**11.5261**
TOTAL STATE	**25,806.6**	**28,143.4**	**9.1**	**10,442.3**	**10.0**	**523,726,780**	**66.9**	**33,065**	**50,154**	**238,069,765**	**55.0**	**16,187**	**22,799**	**11.8102**	**12.0063**

New '85 Sacramento-Stockton ADI Market Highlight

What's the **FASTEST GROWING** California county?

(Clue: It's a part of America's 20th ranking ADI.)

Metro Stockton (San Joaquin County)
is No. 1 in population growth among all California counties.*

Supermarketeers target Stockton

. . . for faster sales profits . . . again for the 8th year in a row Stockton is No. 1 in the food sales growth index for the Sacramento-Stockton ADI.**
The Stockton Record reaches over 141,000 metro Stockton adults with a 72% share of the ABC newspaper market. Maximum "outside" daily newspaper coverage (S.F. Chron.) is less than 8%.

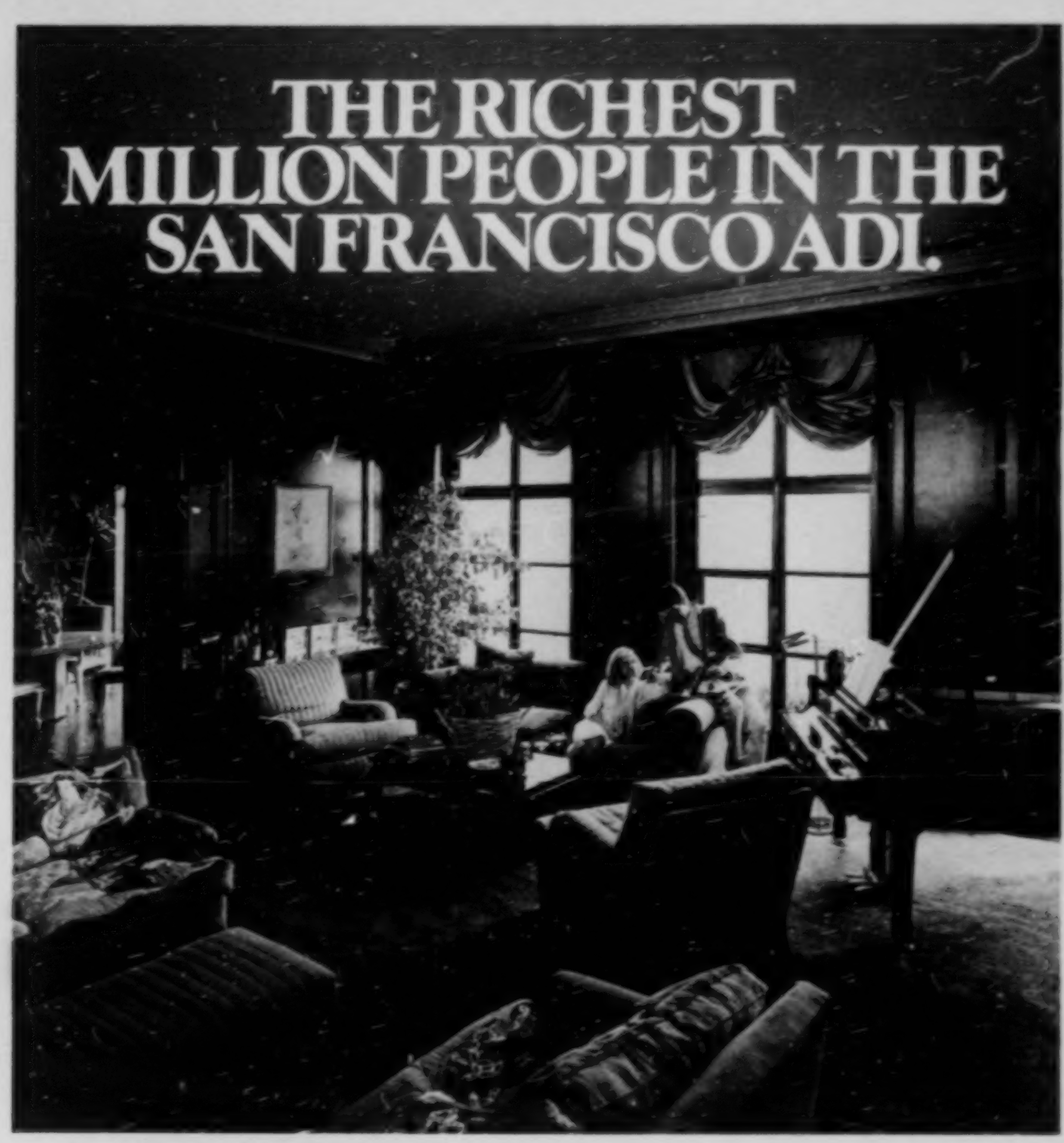
CALIFORNIA

*California Department of Finance report released April, 1985.
**1985 S&MM Survey of Buying Power

The Stockton Record

Advertiser contact: Bob West, Gen'l Adv. Mgr., (209) 943-6397

THE RICHEST MILLION PEOPLE IN THE SAN FRANCISCO ADI.



Santa Clara County's 1.4 million people have an average household EBI of $40,841.

The Mercury News really reaches The San Jose PMSA (Santa Clara County): 56% daily, 5-issue reach 68%. The San Francisco Chronicle/Examiner only reaches 12% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching Northern California's richest million people!

*Sources: Sales and Marketing Management Survey of Buying Power, 1985. San Jose "CMS," 1984, Belden. Represented by KNIGHT-RIDDER NEWSPAPER SALES.

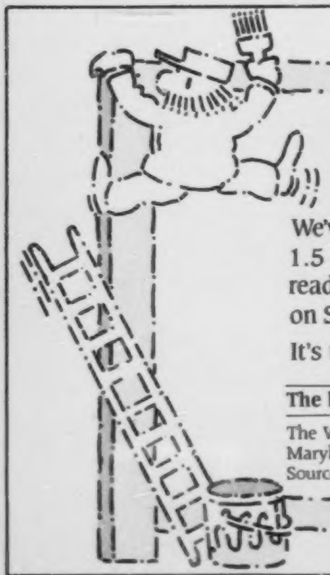
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
COLORADO															
BOULDER - LONGMONT	215.2	243.5	13.2	96.2	16.3	4,768,657	79.4	32,145	49,570	2,424,643	66.1	17,649	25,204	.1033	.1122
Boulder	215.2	243.5	13.2	96.2	16.3	4,768,657	79.4	32,145	49,570	2,424,643	66.1	17,649	25,204	.1033	.1122
COLORADO SPRINGS	345.0	381.9	10.7	144.1	13.9	6,244,647	75.9	28,064	43,336	3,354,522	62.8	16,290	23,279	.1455	.1547
El Paso	345.0	381.9	10.7	144.1	13.9	6,244,647	75.9	28,064	43,336	3,354,522	62.8	16,290	23,279	.1455	.1547
DENVER	1,608.6	1,807.5	12.4	729.8	14.3	38,434,525	80.7	33,525	52,664	17,549,024	60.4	17,137	24,046	.8008	.8618
Adams	275.0	307.8	11.9	114.4	14.7	5,453,616	79.5	30,470	47,671	2,781,271	65.0	16,903	24,312	.1210	.1309
Arapahoe	373.5	461.9	23.7	182.8	26.8	10,676,062	96.5	37,671	58,403	4,584,348	64.0	19,388	25,078	.2015	.2317
Denver	492.6	491.3	–.3	227.1	2.0	9,801,367	58.7	27,749	43,159	5,180,169	46.3	15,905	22,810	.2431	.2329
Douglas	34.5	45.2	31.0	14.7	33.6	1,059,525	111.3	45,576	72,077	154,834	80.5	7,797	10,533	.0146	.0184
Jefferson	433.0	501.3	15.8	190.8	18.7	11,443,955	86.9	38,080	59,979	4,848,402	71.2	17,608	25,411	.2206	.2479
DENVER - BOULDER CONSOLIDATED AREA	*1,823.8*	*2,051.0*	*12.5*	*826.0*	*14.6*	*43,203,182*	*80.5*	*33,190*	*52,304*	*19,973,667*	*61.1*	*17,196*	*24,181*	*.9041*	*.9740*
FORT COLLINS - LOVELAND	174.8	203.4	16.4	78.6	19.6	3,272,249	80.1	27,653	41,632	1,551,442	67.0	14,143	19,738	.0715	.0782
Larimer	174.8	203.4	16.4	78.6	19.6	3,272,249	80.1	27,653	41,632	1,551,442	67.0	14,143	19,738	.0715	.0782
GREELEY	138.0	154.1	11.7	56.9	14.5	2,153,854	71.6	25,252	37,853	896,005	61.2	11,181	15,747	.0488	.0512
Weld	138.0	154.1	11.7	56.9	14.5	2,153,854	71.6	25,252	37,853	896,005	61.2	11,181	15,747	.0488	.0512
PUEBLO	125.1	124.0	–.9	47.7	1.1	1,688,266	46.4	24,436	35,393	870,621	40.0	13,175	18,252	.0473	.0429
Pueblo	125.1	124.0	–.9	47.7	1.1	1,688,266	46.4	24,436	35,393	870,621	40.0	13,175	18,252	.0473	.0429
TOTAL METRO COUNTIES	2,606.7	2,914.4	11.8	1,153.3	14.2	56,562,198	78.4	31,388	49,044	26,646,257	60.9	16,400	23,104	1.2172	1.3010
TOTAL STATE	3,225.7	3,592.8	11.4	1,411.4	13.7	66,300,592	76.6	30,249	46,975	32,607,042	60.3	16,393	23,103	1.4696	1.5601
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	815.1	823.8	1.1	300.1	3.4	21,824,745	61.3	46,632	72,725	8,723,013	48.5	20,241	29,067	.4669	.4541
Fairfield	815.1	823.8	1.1	300.1	3.4	21,824,745	61.3	46,632	72,725	8,723,013	48.5	20,241	29,067	.4669	.4541
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,060.7	1,070.3	.9	400.6	3.3	22,718,378	58.5	36,952	56,711	9,868,309	46.8	17,329	24,634	.5225	.5019
Hartford	804.4	801.0	–.4	304.4	1.9	17,398,716	56.8	37,128	57,157	7,957,004	45.4	18,319	26,140	.4094	.3890
Middlesex	135.1	141.8	5.0	53.8	7.8	2,985,870	65.4	36,183	55,499	1,186,533	53.6	15,484	22,055	.0642	.0644
Tolland	121.2	127.5	5.2	42.4	8.4	2,333,792	63.1	36,590	55,042	724,772	53.0	12,116	17,094	.0489	.0485
NEW HAVEN - WATERBURY - MERIDEN	769.5	778.2	1.1	292.3	3.5	16,293,695	62.0	35,609	55,743	6,717,524	48.9	15,974	22,982	.3642	.3553
New Haven	769.5	778.2	1.1	292.3	3.5	16,293,695	62.0	35,609	55,743	6,717,524	48.9	15,974	22,982	.3642	.3553
NEW LONDON - NORWICH	248.8	255.3	2.6	92.5	5.1	5,333,850	66.1	36,492	57,663	2,202,946	51.9	16,476	23,816	.1167	.1163
New London	248.8	255.3	2.6	92.5	5.1	5,333,850	66.1	36,492	57,663	2,202,946	51.9	16,476	23,816	.1167	.1163
TOTAL METRO COUNTIES	2,894.1	2,927.6	1.2	1,085.5	3.5	66,170,668	60.9	39,231	60,959	27,511,792	48.3	17,698	25,345	1.4703	1.4276
TOTAL STATE	3,152.6	3,196.3	1.4	1,185.3	3.8	71,656,502	61.2	38,905	60,454	29,358,684	48.5	17,303	24,769	1.5843	1.5414
DELAWARE															
WILMINGTON	535.6	548.8	2.5	198.0	4.6	10,818,001	68.4	33,938	54,636	4,802,855	51.2	16,780	24,257	.2430	.2439
New Castle	403.1	408.2	1.3	147.8	3.2	8,169,181	66.1	34,351	55,272	3,986,598	50.5	18,492	26,973	.1906	.1891
Cecil, Md.	*65.0*	*70.0*	*7.7*	*24.4*	*11.4*	*1,096,406*	*73.6*	*28,846*	*44,935*	*480,422*	*58.2*	*13,871*	*19,689*	*.0247*	*.0258*
Salem, N.J.	*67.5*	*70.6*	*4.6*	*25.8*	*6.6*	*1,552,414*	*77.7*	*36,106*	*60,171*	*335,835*	*49.5*	*9,285*	*13,017*	*.0277*	*.0290*
TOTAL METRO COUNTIES	403.1	408.2	1.3	147.8	3.2	8,169,181	66.1	34,351	55,272	3,986,598	50.5	18,492	26,973	.1906	.1891
TOTAL STATE	615.0	636.5	3.5	229.9	5.5	11,466,584	66.3	31,652	49,876	5,906,857	52.2	17,814	25,693	.2753	.2752
DISTRICT OF COLUMBIA															
WASHINGTON	3,425.9	3,615.1	5.5	1,349.9	7.0	85,609,156	69.5	40,037	63,419	35,572,223	55.6	18,118	26,352	1.7965	1.8326
District of Columbia	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718
Calvert, Md.	*41.0*	*47.9*	*16.8*	*15.7*	*18.9*	*639,227*	*63.6*	*29,604*	*40,715*	*148,636*	*47.1*	*7,652*	*9,467*	*.0133*	*.0135*
Charles, Md.	*84.3*	*96.7*	*14.7*	*30.0*	*17.2*	*1,380,763*	*66.8*	*32,337*	*46,025*	*479,761*	*61.0*	*11,640*	*15,992*	*.0300*	*.0311*
Frederick, Md.	*129.1*	*144.7*	*12.1*	*49.1*	*14.2*	*2,202,037*	*68.9*	*30,313*	*44,848*	*1,115,155*	*59.8*	*16,228*	*22,712*	*.0523*	*.0543*
Montgomery, Md.	*615.0*	*654.7*	*6.5*	*249.4*	*9.0*	*17,624,372*	*71.2*	*44,997*	*70,667*	*8,022,625*	*57.1*	*22,323*	*32,168*	*.3696*	*.3810*
Prince George's, Md.	*671.9*	*677.7*	*.9*	*242.6*	*3.1*	*13,691,068*	*62.5*	*33,820*	*56,435*	*7,122,358*	*48.9*	*20,341*	*29,358*	*.3306*	*.3229*
Alexandria city, Va.	*107.0*	*111.6*	*4.3*	*55.8*	*6.9*	*3,480,490*	*72.2*	*38,722*	*62,374*	*1,511,013*	*56.0*	*18,554*	*27,079*	*.0705*	*.0727*
Arlington, Va.	*152.2*	*149.4*	*–1.8*	*71.8*	*.1*	*4,992,477*	*65.4*	*42,105*	*69,533*	*1,558,223*	*48.0*	*14,684*	*21,702*	*.0957*	*.0941*
Fairfax, Va.	*668.4*	*746.5*	*11.7*	*270.6*	*14.4*	*20,866,924*	*82.9*	*48,221*	*77,114*	*7,292,584*	*66.3*	*18,533*	*26,950*	*.3790*	*.4150*
Fairfax city, Va.	*19.7*	*20.0*	*1.5*	*7.4*	*4.2*	*566,192*	*72.1*	*46,342*	*76,512*	*1,089,846*	*71.4*	*89,550*	*147,276*	*.0226*	*.0248*
Falls Church city, Va.	*9.1*	*9.3*	*2.2*	*4.5*	*7.1*	*330,296*	*75.8*	*44,739*	*73,399*	*434,436*	*75.6*	*58,909*	*96,541*	*.0102*	*.0112*
Loudoun, Va.	*66.4*	*76.1*	*14.6*	*25.3*	*16.1*	*1,293,054*	*66.9*	*35,540*	*51,109*	*505,655*	*60.2*	*14,476*	*19,986*	*.0279*	*.0288*
Manassas city, Va.	*17.1*	*19.0*	*11.1*	*6.2*	*8.8*	*355,582*	*68.6*	*36,999*	*57,352*	*374,485*	*55.7*	*42,187*	*60,401*	*.0110*	*.0114*
Manassas Park city, Va.	*6.7*	*7.0*	*4.5*	*2.0*	*.0*	*68,799*	*29.0*	*26,656*	*34,400*	*18,540*	*31.3*	*7,059*	*9,270*	*.0020*	*.0016*
Prince William, Va.	*170.9*	*198.3*	*16.0*	*56.8*	*14.1*	*3,603,969*	*80.8*	*40,033*	*63,450*	*1,371,260*	*65.1*	*16,677*	*24,142*	*.0723*	*.0789*
Stafford, Va.	*49.0*	*58.2*	*18.8*	*17.1*	*17.1*	*921,985*	*81.6*	*34,778*	*53,917*	*261,500*	*67.7*	*10,680*	*15,292*	*.0176*	*.0195*
TOTAL METRO COUNTIES	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718
TOTAL STATE	618.1	598.0	–3.3	245.6	–1.8	13,591,921	55.1	35,034	55,342	4,266,146	41.1	12,090	17,370	.2919	.2718

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
FLORIDA															
BRADENTON	**173.6**	**200.1**	**15.3**	**84.9**	**16.5**	**3,257,666**	**78.4**	**25,045**	**38,371**	**1,837,384**	**65.8**	**15,203**	**21,642**	**.0755**	**.0821**
Manatee	173.6	200.1	15.3	84.9	16.5	3,257,666	78.4	25,045	38,371	1,837,384	65.8	15,203	21,642	.0755	.0821
DAYTONA BEACH	**305.7**	**354.3**	**15.9**	**152.1**	**19.0**	**6,164,898**	**89.6**	**25,448**	**40,532**	**3,093,878**	**69.5**	**14,283**	**20,341**	**.1309**	**.1475**
Volusia	305.7	354.3	15.9	152.1	19.0	6,164,898	89.6	25,448	40,532	3,093,878	69.5	14,283	20,341	.1309	.1475
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,142.0**	**1,275.1**	**11.7**	**544.8**	**13.9**	**25,522,917**	**75.8**	**30,359**	**46,848**	**13,220,211**	**62.7**	**16,986**	**24,266**	**.5656**	**.6021**
Broward	1,142.0	1,275.1	11.7	544.8	13.9	25,522,917	75.8	30,359	46,848	13,220,211	62.7	16,986	24,266	.5656	.6021
FORT MYERS - CAPE CORAL	**256.3**	**310.6**	**21.2**	**132.3**	**24.2**	**5,533,991**	**91.0**	**27,205**	**41,829**	**2,888,558**	**69.8**	**15,971**	**21,833**	**.1171**	**.1336**
Lee	256.3	310.6	21.2	132.3	24.2	5,533,991	91.0	27,205	41,829	2,888,558	69.8	15,971	21,833	.1171	.1336
FORT PIERCE	**193.2**	**237.6**	**23.0**	**97.1**	**26.3**	**3,407,577**	**80.9**	**24,497**	**35,093**	**1,979,545**	**68.3**	**15,295**	**20,387**	**.0800**	**.0889**
Martin	80.6	98.0	21.6	42.2	25.2	1,587,580	79.3	26,280	37,620	801,891	59.0	14,963	19,002	.0355	.0385
St. Lucie	112.6	139.6	24.0	54.9	27.1	1,819,997	82.3	23,105	33,151	1,177,654	75.3	15,554	21,451	.0445	.0504
FORT WALTON BEACH	**128.8**	**148.4**	**15.2**	**54.7**	**18.7**	**2,355,216**	**83.3**	**27,879**	**43,057**	**1,312,775**	**69.6**	**16,793**	**24,000**	**.0536**	**.0594**
Okaloosa	128.8	148.4	15.2	54.7	18.7	2,355,216	83.3	27,879	43,057	1,312,775	69.6	16,793	24,000	.0536	.0594
GAINESVILLE	**191.1**	**210.4**	**10.1**	**79.9**	**13.7**	**3,249,586**	**79.3**	**25,783**	**40,671**	**1,798,718**	**64.2**	**15,585**	**22,512**	**.0765**	**.0822**
Alachua	168.5	185.7	10.2	71.7	13.6	2,979,531	80.1	26,225	41,556	1,660,714	64.5	16,002	23,162	.0696	.0749
Bradford	22.6	24.7	9.3	8.2	13.9	270,055	71.2	21,910	32,934	138,004	60.6	11,933	16,830	.0069	.0073
JACKSONVILLE	**789.1**	**854.8**	**8.3**	**322.2**	**10.2**	**13,978,831**	**70.8**	**27,997**	**43,386**	**7,087,545**	**55.2**	**15,620**	**21,997**	**.3308**	**.3399**
Clay	84.2	103.1	22.4	31.4	19.8	1,436,392	83.1	29,941	45,745	549,646	58.1	13,266	17,505	.0303	.0335
Duval	600.9	626.5	4.3	243.7	6.8	10,644,614	66.6	27,992	43,679	5,737,280	53.4	16,389	23,542	.2609	.2620
Nassau	39.0	45.6	16.9	16.0	20.3	583,063	72.1	25,468	36,441	267,250	65.7	12,127	16,703	.0137	.0146
St. Johns	65.0	79.6	22.5	31.1	25.9	1,314,762	94.6	27,347	42,275	533,369	67.6	12,887	17,150	.0259	.0298
LAKELAND - WINTER HAVEN	**357.2**	**395.2**	**10.6**	**148.7**	**13.6**	**5,537,606**	**70.0**	**24,889**	**37,240**	**3,048,190**	**59.1**	**14,634**	**20,499**	**.1376**	**.1428**
Polk	357.2	395.2	10.6	148.7	13.6	5,537,606	70.0	24,889	37,240	3,048,190	59.1	14,634	20,499	.1376	.1428
MELBOURNE - TITUSVILLE - PALM BAY	**330.0**	**391.1**	**18.5**	**159.3**	**21.5**	**5,813,615**	**70.5**	**26,014**	**36,495**	**2,861,316**	**52.1**	**14,349**	**17,962**	**.1374**	**.1429**
Brevard	330.0	391.1	18.5	159.3	21.5	5,813,615	70.5	26,014	36,495	2,861,316	52.1	14,349	17,962	.1374	.1429
MIAMI - HIALEAH	**1,755.9**	**1,904.6**	**8.5**	**695.9**	**6.9**	**30,366,674**	**62.7**	**28,663**	**43,637**	**18,172,433**	**51.7**	**18,402**	**26,114**	**.7867**	**.7846**
Dade	1,755.9	1,904.6	8.5	695.9	6.9	30,366,674	62.7	28,663	43,637	18,172,433	51.7	18,402	26,114	.7867	.7846
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,897.9***	***3,179.7***	***9.7***	***1,240.7***	***9.9***	***55,889,591***	***68.4***	***29,381***	***45,047***	***31,392,644***	***56.2***	***17,802***	***25,302***	***1.3523***	***1.3867***
NAPLES	**112.5**	**140.8**	**25.2**	**59.6**	**28.7**	**2,194,246**	**69.6**	**27,949**	**36,816**	**1,543,371**	**70.6**	**19,536**	**25,895**	**.0555**	**.0605**
Collier	112.5	140.8	25.2	59.6	28.7	2,194,246	69.6	27,949	36,816	1,543,371	70.6	19,536	25,895	.0555	.0605
OCALA	**159.7**	**199.1**	**24.7**	**78.7**	**28.0**	**2,521,501**	**90.8**	**21,491**	**32,039**	**1,767,696**	**79.8**	**15,990**	**22,461**	**.0619**	**.0724**
Marion	159.7	199.1	24.7	78.7	28.0	2,521,501	90.8	21,491	32,039	1,767,696	79.8	15,990	22,461	.0619	.0724
ORLANDO	**836.5**	**982.0**	**17.4**	**371.9**	**19.8**	**16,504,372**	**84.7**	**28,785**	**44,379**	**9,655,736**	**70.4**	**18,252**	**25,963**	**.3747**	**.4188**
Orange	536.3	605.3	12.9	233.1	15.9	10,445,156	80.5	28,775	44,810	6,418,292	66.3	19,188	27,535	.2466	.2684
Osceola	71.9	96.2	33.8	37.0	34.5	1,232,682	100.8	22,318	33,316	941,447	89.1	18,102	25,445	.0294	.0365
Seminole	228.3	280.5	22.9	101.8	24.4	4,826,534	90.4	30,983	47,412	2,295,997	75.4	16,000	22,554	.0987	.1139
PANAMA CITY	**109.8**	**122.5**	**11.6**	**46.9**	**14.4**	**1,313,698**	**51.4**	**21,164**	**28,011**	**1,053,530**	**50.6**	**17,066**	**22,463**	**.0423**	**.0411**
Bay	109.8	122.5	11.6	46.9	14.4	1,313,698	51.4	21,164	28,011	1,053,530	50.6	17,066	22,463	.0423	.0411



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
FL (cont.)															
PENSACOLA	**320.3**	**353.1**	**10.2**	**130.3**	**13.0**	**5,759,604**	**78.8**	**27,933**	**44,203**	**2,730,742**	**63.0**	**14,534**	**20,957**	**.1280**	**.1372**
Escambia	255.8	278.8	9.0	103.7	11.9	4,581,996	77.3	27,883	44,185	2,359,485	61.9	15,719	22,753	.1053	.1118
Santa Rosa	64.5	74.3	15.2	26.6	17.7	1,177,608	85.2	28,138	44,271	371,257	69.8	9,677	13,957	.0227	.0254
SARASOTA	**241.6**	**281.8**	**16.6**	**130.1**	**19.5**	**5,299,661**	**80.8**	**26,914**	**40,735**	**3,044,611**	**69.1**	**16,538**	**23,402**	**.1188**	**.1309**
Sarasota	241.6	281.8	16.6	130.1	19.5	5,299,661	80.8	26,914	40,735	3,044,611	69.1	16,538	23,402	.1188	.1309
TALLAHASSEE	**207.9**	**227.0**	**9.2**	**85.3**	**12.5**	**3,383,762**	**71.7**	**25,995**	**39,669**	**1,779,485**	**59.7**	**14,702**	**20,861**	**.0815**	**.0850**
Gadsden	42.3	43.0	1.7	13.4	3.9	313,859	35.0	18,022	23,422	125,061	22.6	7,90[illegible]	9,333	.0105	.0091
Leon	165.6	184.0	11.1	71.9	14.3	3,069,903	76.6	27,631	42,697	1,654,424	63.4	16,096	23,010	.0710	.0759
TAMPA - ST. PETERSBURG - CLEARWATER	**1,837.4**	**2,074.3**	**12.9**	**877.3**	**15.0**	**36,139,036**	**79.8**	**26,334**	**41,193**	**18,014,690**	**64.5**	**14,347**	**20,534**	**.7978**	**.8632**
Hernando	64.8	85.8	32.4	36.3	35.4	1,120,407	102.0	20,695	30,865	419,420	73.6	9,015	11,554	.0219	.0263
Hillsborough	723.2	806.6	11.5	314.0	14.4	13,695,379	79.3	27,832	43,616	7,645,019	64.7	16,914	24,347	.3165	.3413
Pasco	240.3	288.2	19.9	122.5	20.7	4,209,236	87.7	22,098	34,361	1,834,482	73.1	10,443	14,975	.0883	.1002
Pinellas	809.1	893.7	10.5	404.5	12.2	17,114,014	77.2	26,806	42,309	8,115,769	62.1	13,888	20,064	.3711	.3954
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**709.1**	**849.0**	**19.7**	**366.9**	**22.8**	**18,825,352**	**93.4**	**32,580**	**51,309**	**9,064,750**	**77.2**	**17,121**	**24,706**	**.3668**	**.4264**
Palm Beach	709.1	849.0	19.7	366.9	22.8	18,825,352	93.4	32,580	51,309	9,064,750	77.2	17,121	24,706	.3668	.4264
TOTAL METRO COUNTIES	**10,157.7**	**11,511.8**	**13.3**	**4,618.9**	**15.3**	**197,129,809**	**77.0**	**27,804**	**42,679**	**105,955,164**	**62.9**	**16,243**	**22,939**	**4.5190**	**4.8415**
TOTAL STATE	**11,165.0**	**12,670.6**	**13.5**	**5,074.9**	**15.5**	**212,644,758**	**77.0**	**27,344**	**41,901**	**113,185,259**	**62.7**	**15,832**	**22,303**	**4.8774**	**5.2262**
GEORGIA															
ALBANY	**117.8**	**122.9**	**4.3**	**41.5**	**6.4**	**1,665,729**	**62.7**	**26,247**	**40,138**	**948,375**	**48.0**	**16,435**	**22,852**	**.0446**	**.0438**
Dougherty	103.3	105.8	2.4	36.0	4.3	1,400,727	58.1	25,683	38,909	934,359	47.7	18,333	25,954	.0405	.0391
Lee	14.5	17.1	17.9	5.5	22.2	265,002	92.6	30,573	48,182	14,016	65.2	1,885	2,548	.0041	.0047
ATHENS	**138.5**	**149.3**	**7.8**	**54.4**	**8.6**	**2,005,673**	**63.7**	**24,852**	**36,869**	**1,077,429**	**52.1**	**14,142**	**19,806**	**.0520**	**.0517**
Clarke	76.5	80.6	5.4	30.7	7.0	1,196,820	64.0	25,434	38,984	871,859	52.3	19,946	28,399	.0339	.0337
Jackson	27.3	29.2	7.0	9.9	5.3	335,102	57.9	22,572	33,849	139,707	48.4	10,018	14,112	.0086	.0083
Madison	19.9	22.2	11.6	7.7	11.6	204,198	49.6	19,776	26,519	21,670	35.4	2,320	2,814	.0047	.0045
Oconee	14.8	17.3	16.9	6.1	19.6	269,553	84.1	28,716	44,189	44,193	70.6	5,078	7,245	.0048	.0052
ATLANTA	**2,352.8**	**2,663.6**	**11.3**	**987.3**	**13.5**	**49,766,045**	**77.5**	**32,228**	**50,406**	**24,424,741**	**59.9**	**17,557**	**24,739**	**1.0983**	**1.1672**
Barrow	24.1	27.0	12.0	9.8	16.7	316,899	69.8	22,223	32,337	172,274	60.3	12,798	17,579	.0081	.0084
Butts	15.4	16.7	8.4	5.0	11.1	214,849	71.6	27,823	42,970	44,061	41.7	6,912	8,812	.0044	.0044
Cherokee	63.9	77.5	21.3	26.1	23.1	1,049,843	84.0	26,916	40,224	278,969	70.7	7,707	10,688	.0202	.0227
Clayton	168.6	188.2	11.6	66.7	14.4	3,203,751	75.2	31,374	48,032	1,923,187	62.8	20,262	28,833	.0770	.0818
Cobb	357.0	421.4	18.0	161.4	21.0	9,981,791	95.4	38,292	61,845	4,340,933	76.8	18,404	26,895	.1858	.2166
Coweta	42.8	46.6	8.9	16.2	9.5	651,323	66.7	26,406	40,205	246,793	47.1	11,335	15,234	.0151	.0150
De Kalb	509.3	535.1	5.1	203.6	7.6	10,422,913	64.9	33,409	51,193	6,147,167	53.2	21,208	30,192	.2582	.2584
Douglas	67.3	80.6	19.8	26.4	23.4	1,262,852	90.0	31,053	47,835	465,853	76.1	12,363	17,646	.0247	.0283
Fayette	41.2	54.2	31.6	18.4	34.3	1,087,991	106.2	38,522	59,130	202,465	86.3	7,933	11,004	.0162	.0202
Forsyth	33.8	39.9	18.0	14.3	21.2	551,403	76.2	26,518	38,560	144,110	53.0	7,982	10,078	.0111	.0119
Fulton	592.6	593.9	.2	238.5	2.6	11,543,049	63.5	30,360	48,399	7,152,245	48.9	20,655	29,988	.2978	.2916
Gwinnett	233.9	308.2	31.8	108.3	34.9	5,626,243	104.[illegible]	34,307	51,951	1,898,755	88.0	12,580	17,532	.0964	.1193
Henry	43.6	51.4	17.9	17.[illegible]	20.8	746,596	79.[illegible]	28,921	42,908	166,496	59.5	7,251	9,569	.0143	.0153
Newton	38.4	42.5	10.7	14.2	12.7	596,425	74.9	27,069	42,002	205,233	61.4	10,090	14,453	.0127	.0135
Paulding	30.1	34.4	14.3	12.2	17.3	427,180	74.2	23,573	35,015	96,692	51.0	6,156	7,926	.0088	.0092
Rockdale	45.2	54.1	19.7	17.9	22.6	887,376	87.7	32,386	49,574	388,757	74.5	15,263	21,718	.0182	.0206
Spalding	51.1	54.1	5.9	18.4	6.4	715,032	65.0	25,056	38,860	404,440	52.3	15,348	21,980	.0188	.0189
Walton	34.5	37.8	9.6	12.5	11.6	480,529	71.9	24,953	38,442	146,311	59.3	8,200	11,705	.0105	.0111
AUGUSTA	**372.4**	**402.1**	**8.0**	**142.7**	**10.0**	**5,940,894**	**72.5**	**26,560**	**41,632**	**2,606,902**	**53.1**	**13,132**	**18,268**	**.1376**	**.1414**
Columbia	51.2	63.3	23.6	21.9	26.6	1,019,441	94.0	30,370	46,550	182,370	60.7	6,559	8,327	.0171	.0198
McDuffie	19.7	20.9	6.1	7.4	7.2	201,390	45.8	20,012	27,215	139,041	44.2	13,970	18,789	.0066	.0061
Richmond	188.9	198.1	4.9	68.0	6.6	2,791,094	64.3	26,619	41,046	1,561,752	50.0	16,324	22,967	.0729	.0723
Aiken, S.C.	*112.6*	*119.8*	*6.4*	*45.4*	*8.9*	*1,928,969*	*78.1*	*25,974*	*42,488*	*723,739*	*60.1*	*10,838*	*15,941*	*.0410*	*.0432*
COLUMBUS	**241.0**	**242.4**	**.6**	**83.1**	**2.7**	**3,219,088**	**58.0**	**25,182**	**38,738**	**1,633,801**	**45.9**	**13,844**	**19,661**	**.0855**	**.0820**
Chattahoochee	21.6	21.6	.0	3.0	.0	320,482	66.3	64,229	106,827	4,814	47.8	1,086	1,605	.0056	.0056
Muscogee	171.1	171.7	.4	61.9	2.5	2,337,192	55.8	24,834	37,758	1,424,926	45.3	16,232	23,020	.0661	.0628
Russell, Ala.	*48.3*	*49.1*	*1.7*	*18.2*	*4.0*	*561,414*	*62.9*	*19,692*	*30,847*	*204,061*	*49.7*	*7,790*	*11,212*	*.0138*	*.0136*
MACON - WARNER ROBINS	**276.4**	**288.6**	**4.4**	**103.2**	**6.7**	**4,699,461**	**69.3**	**28,704**	**45,537**	**2,260,908**	**53.0**	**15,284**	**21,908**	**.1112**	**.1126**
Bibb	154.1	157.0	1.9	57.5	4.2	2,391,122	62.8	26,606	41,585	1,457,104	49.8	17,627	25,341	.0639	.0627
Houston	82.9	88.4	6.6	30.8	9.2	1,661,760	76.8	33,335	53,953	666,776	59.8	14,798	21,649	.0348	.0366
Jones	19.0	21.5	13.2	7.3	15.9	324,839	78.5	28,886	44,498	21,251	47.5	2,287	2,911	.0055	.0060
Peach	20.4	21.7	6.4	7.6	8.6	321,740	73.9	26,430	42,334	115,777	58.0	10,468	15,234	.0070	.0073
SAVANNAH	**230.0**	**238.6**	**3.7**	**86.8**	**5.9**	**3,751,474**	**66.3**	**27,513**	**43,220**	**1,974,980**	**51.5**	**15,897**	**22,753**	**.0933**	**.0929**
Chatham	208.9	214.7	2.8	78.7	5.1	3,438,351	65.6	27,728	43,689	1,931,914	51.7	17,007	24,548	.0873	.0868
Effingham	21.1	23.9	13.3	8.1	14.1	313,123	74.7	25,243	38,657	43,066	44.8	4,190	5,317	.0060	.0061
TOTAL METRO COUNTIES	**3,717.3**	**4,051.6**	**9.0**	**1,475.2**	**11.2**	**69,957,546**	**73.8**	**30,339**	**47,422**	**34,616,409**	**56.9**	**16,620**	**23,466**	**1.6038**	**1.6696**
TOTAL STATE	**5,889.6**	**6,332.2**	**7.5**	**2,259.6**	**9.4**	**96,816,523**	**69.9**	**27,606**	**42,847**	**46,915,063**	**54.3**	**14,721**	**20,763**	**2.3039**	**2.3540**

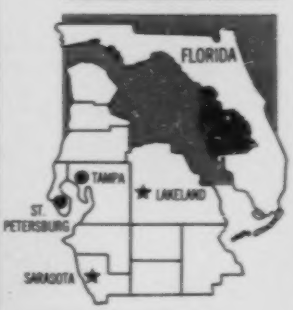
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
HAWAII															
HONOLULU	**818.5**	**882.4**	**7.8**	**279.3**	**10.0**	**16,176,667**	**71.4**	**37,187**	**57,919**	**7,587,393**	**57.9**	**18,929**	**27,166**	**.3630**	**.3756**
Honolulu	818.5	882.4	7.8	279.3	10.0	16,176,667	71.4	37,187	57,919	7,587,393	57.9	18,929	27,166	.3630	.3756
TOTAL METRO COUNTIES	**818.5**	**882.4**	**7.8**	**279.3**	**10.0**	**16,176,667**	**71.4**	**37,187**	**57,919**	**7,587,393**	**57.9**	**18,929**	**27,166**	**.3630**	**.3756**
TOTAL STATE	**1,053.9**	**1,154.6**	**9.6**	**366.5**	**11.5**	**19,935,025**	**70.4**	**35,578**	**54,393**	**10,878,599**	**58.4**	**19,354**	**27,500**	**.4627**	**.4792**
IDAHO															
BOISE	**195.3**	**218.3**	**11.8**	**81.2**	**12.8**	**3,814,574**	**80.2**	**29,407**	**46,978**	**1,399,651**	**46.9**	**13,230**	**17,237**	**.0795**	**.0835**
Ada	195.3	218.3	11.8	81.2	12.8	3,814,574	80.2	29,407	46,978	1,399,651	46.9	13,230	17,237	.0795	.0835
TOTAL METRO COUNTIES	**195.3**	**218.3**	**11.8**	**81.2**	**12.8**	**3,814,574**	**80.2**	**29,407**	**46,978**	**1,399,651**	**46.9**	**13,230**	**17,237**	**.0795**	**.0835**
TOTAL STATE	**1,017.1**	**1,092.4**	**7.4**	**371.7**	**6.7**	**15,402,100**	**70.5**	**25,945**	**41,437**	**6,637,880**	**47.4**	**12,931**	**17,858**	**.3648**	**.3687**
ILLINOIS															
AURORA - ELGIN	**339.8**	**364.1**	**7.2**	**129.3**	**9.6**	**7,036,394**	**69.4**	**35,205**	**54,419**	**2,327,918**	**45.3**	**13,579**	**18,884**	**.1462**	**.1469**
Kane	299.0	319.6	6.9	113.8	9.4	6,313,010	71.4	35,408	55,475	2,214,553	46.0	14,588	19,460	.1316	.1332
Kendall	40.8	44.5	9.1	15.5	10.7	723,384	53.3	33,696	46,670	113,365	33.1	6,084	7,314	.0146	.0137
BLOOMINGTON - NORMAL	**124.2**	**129.2**	**4.0**	**48.0**	**6.7**	**2,576,105**	**74.1**	**32,879**	**53,669**	**1,126,511**	**56.7**	**15,973**	**23,469**	**.0558**	**.0577**
McLean	124.2	129.2	4.0	48.0	6.7	2,576,105	74.1	32,879	53,669	1,126,511	56.7	15,973	23,469	.0558	.0577
CHAMPAIGN - URBANA - RANTOUL	**168.9**	**169.2**	**.2**	**62.6**	**2.6**	**2,766,173**	**54.2**	**29,399**	**44,188**	**1,358,945**	**44.7**	**15,393**	**21,708**	**.0707**	**.0666**
Champaign	168.9	169.2	.2	62.6	2.6	2,766,173	54.2	29,399	44,188	1,358,945	44.7	15,393	21,708	.0707	.0666

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

STYLE, SUBSTANCE & SALES POWER



THE TAMPA/ST. PETERSBURG/SARASOTA/LAKELAND MARKET IS AN ADVERTISER'S DREAM. IT'S A MAJOR BUSINESS, FINANCIAL AND CULTURAL CENTER, VACATION HOTSPOT AND AFFLUENT RETIREMENT COMMUNITY. FULL COVERAGE REQUIRES BUYING THE SARASOTA/LAKELAND MARKET NOT REACHED BY TAMPA/ST. PETE NEWSPAPERS.

THE **SARASOTA HERALD-TRIBUNE** AND **THE LEDGER** (LAKELAND) PROVIDE COVERAGE OF THE 3RD AND 4TH LARGEST AND MOST AFFLUENT COUNTIES IN THE MARKET WHICH REPRESENTED $6.1-BILLION IN INCOME AND $3.7-BILLION IN RETAIL SALES IN 1984.

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Source: Sales & Marketing Management, 1985 Survey of Buying Power.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	1989	1984	1989
IL (cont.)															
CHICAGO	**6,056.9**	**6,033.6**	**–.4**	**2,244.8**	**1.9**	**122,517,863**	**63.3**	**34,051**	**54,579**	**48,978,410**	**47.7**	**15,046**	**21,819**	**2.7313**	**2.6625**
Cook	5,164.0	5,048.4	–2.2	1,887.7	.0	96,906,519	58.0	32,495	51,336	39,241,574	44.5	14,383	20,788	2.2519	2.1356
Du Page	728.4	803.1	10.3	292.9	13.0	21,924,560	88.6	44,821	74,853	8,826,983	64.1	20,747	30,137	.4110	.4553
McHenry	164.5	182.1	10.7	64.2	13.4	3,686,784	77.9	36,608	57,427	909,853	45.9	11,020	14,172	.0684	.0716
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,010.1***	***8,062.5***	***.7***	***2,942.8***	***2.8***	***139,364,289***	***63.0***	***34,148***	***54,154***	***63,129,319***	***47.4***	***14,963***	***21,452***	***3.5599***	***3.4714***
DAVENPORT - ROCK ISLAND - MOLINE	**388.3**	**390.4**	**.5**	**150.2**	**2.9**	**7,618,940**	**63.8**	**31,856**	**50,725**	**2,926,217**	**42.4**	**14,078**	**19,482**	**.1705**	**.1650**
Henry	57.1	55.8	–2.3	20.9	.0	979,410	55.3	30,171	46,862	245,398	31.0	8,962	11,742	.0215	.0197
Rock Island	164.9	162.6	–1.4	63.4	.8	3,321,186	62.1	32,579	52,385	1,381,005	47.0	14,939	21,782	.0753	.0730
Scott, Iowa	*166.3*	*172.0*	*3.4*	*65.9*	*5.9*	*3,318,344*	*68.3*	*31,691*	*50,354*	*1,299,814*	*40.0*	*14,926*	*19,724*	*.0737*	*.0723*
DECATUR	**131.5**	**131.2**	**–.2**	**51.1**	**2.0**	**2,404,481**	**57.9**	**30,389**	**47,054**	**979,647**	**42.4**	**13,732**	**19,171**	**.0566**	**.0534**
Macon	131.5	131.2	–.2	51.1	2.0	2,404,481	57.9	30,389	47,054	979,647	42.4	13,732	19,171	.0566	.0534
JOLIET	**382.8**	**411.4**	**7.5**	**136.2**	**9.0**	**6,848,496**	**61.6**	**33,926**	**50,283**	**2,053,913**	**45.4**	**11,307**	**15,080**	**.1470**	**.1443**
Grundy	32.6	34.8	6.7	12.8	8.5	614,898	63.1	31,955	48,039	176,828	36.3	10,997	13,815	.0130	.0126
Will	350.2	376.6	7.5	123.4	9.1	6,233,598	61.5	34,134	50,515	1,877,085	46.4	11,340	15,211	.1340	.1317
KANKAKEE	**103.9**	**104.4**	**.5**	**37.8**	**2.7**	**1,551,782**	**52.1**	**27,716**	**41,052**	**619,257**	**35.6**	**12,407**	**16,382**	**.0391**	**.0359**
Kankakee	103.9	104.4	.5	37.8	2.7	1,551,782	52.1	27,716	41,052	619,257	35.6	12,407	16,382	.0391	.0359
LAKE COUNTY	**470.5**	**500.7**	**6.4**	**169.0**	**9.3**	**11,748,802**	**74.8**	**43,482**	**69,520**	**4,299,286**	**58.9**	**17,497**	**25,440**	**.2326**	**.2430**
Lake	470.5	500.7	6.4	169.0	9.3	11,748,802	74.8	43,482	69,520	4,299,286	58.9	17,497	25,440	.2326	.2430
PEORIA	**370.5**	**373.2**	**.7**	**141.0**	**3.1**	**7,543,673**	**65.5**	**33,346**	**53,501**	**2,494,434**	**40.3**	**13,009**	**17,691**	**.1607**	**.1561**
Peoria	200.7	199.9	–.4	77.0	2.0	4,375,886	70.8	33,935	56,830	1,542,182	43.8	14,205	20,028	.0914	.0907
Tazewell	134.6	136.4	1.3	51.0	3.7	2,522,513	57.3	32,591	49,461	808,78[illegible]	34.6	12,215	15,858	.0563	.0528
Woodford	35.2	36.9	4.8	13.0	8.3	645,274	64.3	32,734	49,636	143,470	36.7	8,744	11,036	.0130	.0126
ROCKFORD	**281.5**	**282.2**	**.2**	**106.3**	**2.4**	**4,983,623**	**55.1**	**30,947**	**46,883**	**2,169,810**	**45.1**	**14,410**	**20,412**	**.1205**	**.1139**
Boone	29.7	30.7	3.4	11.0	4.8	412,029	39.7	28,096	37,457	154,934	39.6	10,568	14,085	.0108	.0096
Winnebago	251.8	251.5	–.1	95.3	2.1	4,571,594	56.7	31,268	47,97[illegible]	2,014,876	45.5	14,842	21,142	.1097	.1043
SPRINGFIELD	**194.4**	**201.4**	**3.6**	**82.7**	**6.2**	**3,483,698**	**55.9**	**28,683**	**42,125**	**1,599,973**	**45.7**	**14,095**	**19,347**	**.0852**	**.0814**
Menard	12.4	13.1	5.6	5.0	8.7	153,616	34.9	24,755	30,723	30,541	24.0	5,354	6,108	.0038	.0034
Sangamon	182.0	188.3	3.5	77.7	6.0	3,330,082	57.0	28,929	42,858	1,569,432	46.2	14,643	20,199	.0814	.0780
TOTAL METRO COUNTIES	**9,434.9**	**9,504.9**	**.7**	**3,509.4**	**3.0**	**185,937,182**	**62.8**	**33,519**	**52,983**	**73,523,738**	**47.2**	**14,656**	**20,951**	**4.1649**	**4.0565**
TOTAL STATE	**11,552.9**	**11,645.6**	**.8**	**4,335.4**	**3.0**	**216,860,901**	**60.9**	**32,018**	**50,021**	**85,895,595**	**45.9**	**13,988**	**19,813**	**4.9469**	**4.7773**
INDIANA															
ANDERSON	**133.8**	**126.7**	**–5.3**	**47.3**	**–3.3**	**2,218,378**	**61.2**	**28,138**	**46,900**	**1,057,256**	**43.6**	**15,052**	**22,352**	**.0550**	**.0522**
Madison	133.8	126.7	–5.3	47.3	–3.3	2,218,378	61.2	28,138	46,900	1,057,256	43.6	15,052	22,352	.0550	.0522
BLOOMINGTON	**101.0**	**103.0**	**2.0**	**37.3**	**4.5**	**1,664,011**	**76.4**	**26,429**	**44,612**	**818,275**	**56.2**	**14,677**	**21,938**	**.0389**	**.0402**
Monroe	101.0	103.0	2.0	37.3	4.5	1,664,011	76.4	26,429	44,612	818,275	56.2	14,677	21,938	.0389	.0402
ELKHART - GOSHEN	**143.3**	**149.3**	**4.2**	**54.2**	**5.9**	**2,497,417**	**72.9**	**28,215**	**46,078**	**1,506,882**	**55.6**	**18,918**	**27,802**	**.0625**	**.0642**
Elkhart	143.3	149.3	4.2	54.2	5.9	2,497,417	72.9	28,215	46,078	1,506,882	55.6	18,918	27,802	.0625	.0642
EVANSVILLE	**284.1**	**292.2**	**2.9**	**111.7**	**4.7**	**5,155,885**	**70.8**	**28,283**	**46,158**	**2,707,739**	**53.3**	**16,550**	**24,241**	**.1233**	**.1249**
Posey	27.6	28.8	4.3	10.0	5.3	422,514	64.8	26,981	42,251	119,691	51.5	8,318	11,969	.0092	.0091
Vanderburgh	166.6	165.6	–.6	66.3	1.5	3,260,706	73.7	28,754	49,181	1,975,702	52.8	19,802	29,799	.0803	.0814
Warrick	47.1	53.0	12.5	18.5	15.6	743,625	65.7	28,046	40,196	213,701	59.4	8,380	11,551	.0157	.0162
Henderson, Ky.	*42.8*	*44.8*	*4.7*	*16.9*	*6.3*	*729,040*	*67.5*	*27,366*	*43,138*	*398,645*	*53.5*	*16,339*	*23,588*	*.0181*	*.0182*
FORT WAYNE	**356.1**	**356.5**	**.1**	**130.2**	**2.0**	**5,934,793**	**61.6**	**28,775**	**45,582**	**2,976,031**	**47.7**	**15,786**	**22,857**	**.1476**	**.1432**
Allen	295.3	294.9	–.1	108.5	1.8	5,107,115	62.9	29,402	47,070	2,621,557	48.1	16,607	24,162	.1265	.1233
De Kalb	33.9	34.1	.6	11.9	1.7	467,822	53.8	25,999	39,313	183,237	43.9	10,886	15,398	.0116	.0110
Whitley	26.9	27.5	2.2	9.8	5.4	359,856	54.3	25,078	36,720	171,237	46.7	12,548	17,473	.0095	.0089
GARY - HAMMOND	**637.6**	**631.0**	**–1.0**	**217.7**	**.5**	**8,672,953**	**41.4**	**28,322**	**39,839**	**4,631,738**	**35.8**	**15,746**	**21,276**	**.2514**	**.2225**
Lake	506.6	488.5	–3.6	16[illegible].4	–2.0	6,381,579	35.0	27,333	37,672	3,853,966	32.6	16,811	22,751	.2015	.1724
Porter	131.0	142.5	8.8	48.3	10.5	2,291,374	62.7	32,233	47,440	777,772	54.3	11,535	16,103	.0499	.0501
INDIANAPOLIS	**1,198.7**	**1,232.7**	**2.8**	**459.5**	**4.8**	**22,500,788**	**71.3**	**29,963**	**48,968**	**11,660,106**	**54.1**	**17,262**	**25,376**	**.5303**	**.5396**
Boone	38.6	40.9	6.0	14.6	7.4	611,387	56.9	28,644	41,876	272,463	49.4	13,411	18,662	.0149	.0147
Hamilton	94.3	107.3	13.8	36.8	15.7	1,964,330	75.5	35,202	53,379	623,462	63.9	11,962	16,942	.0384	.0411
Hancock	46.8	49.8	6.4	17.1	8.9	758,458	63.3	29,585	44,354	318,696	53.4	13,232	18,637	.0177	.0177
Hendricks	76.0	81.5	7.2	26.8	8.1	1,178,275	56.7	30,328	43,965	363,298	49.8	9,781	13,556	.0266	.0258
Johnson	83.2	89.3	7.3	31.0	10.3	1,510,263	75.0	30,704	48,718	743,336	59.8	16,555	23,979	.0344	.0361
Marion	765.1	766.4	.2	299.3	2.5	15,136,908	74.3	29,753	50,574	8,778,564	53.8	19,553	29,330	.3647	.3722
Morgan	54.5	57.1	4.8	19.5	6.0	804,574	59.5	27,419	41,260	342,132	49.5	12,434	17,545	.0196	.0192
Shelby	40.2	40.4	.5	14.4	2.1	536,593	49.9	25,389	37,263	218,155	42.4	10,867	15,150	.0140	.0128
KOKOMO	**103.3**	**102.7**	**–.6**	**38.5**	**1.3**	**1,945,019**	**68.9**	**30,303**	**50,520**	**987,436**	**51.0**	**17,207**	**25,648**	**.0460**	**.0459**
Howard	86.6	86.1	–.6	32.3	1.6	1,699,781	72.5	30,982	52,625	893,640	52.3	18,451	27,667	.0399	.0404
Tipton	16.7	16.6	–.6	6.2	.0	245,238	47.5	26,819	39,555	93,796	39.7	10,826	15,128	.0061	.0055

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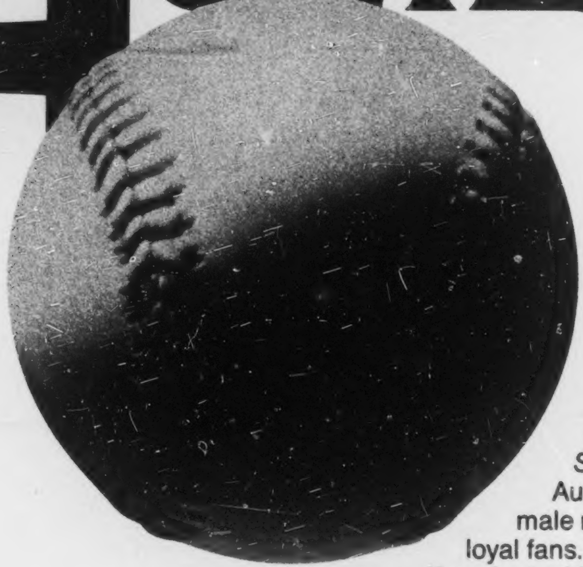

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
IN (cont.)															
LAFAYETTE - WEST LAFAYETTE	122.5	123.8	1.1	43.7	3.3	2,105,738	71.0	29,111	48,186	1,083,624	52.9	16,758	24,797	.0506	.0512
Tippecanoe	122.5	123.8	1.1	43.7	3.3	2,105,738	71.0	29,111	48,186	1,083,624	52.9	16,758	24,797	.0506	.0512
MUNCIE	124.6	120.1	-3.6	43.1	-2.0	2,006,043	65.1	27,615	46,544	1,121,828	46.3	17,428	26,028	.0519	.0502
Delaware	124.6	120.1	-3.6	43.1	-2.0	2,006,043	65.1	27,615	46,544	1,121,828	46.3	17,428	26,028	.0519	.0502
SOUTH BEND - MISHAWAKA	237.7	233.4	-1.8	87.7	.6	3,965,608	62.5	27,982	45,218	2,132,512	47.0	16,634	24,316	.1008	.0976
St. Joseph	237.7	233.4	-1.8	87.7	.6	3,965,608	62.5	27,982	45,218	2,132,512	47.0	16,634	24,316	.1008	.0976
TERRE HAUTE	134.3	131.3	-2.2	48.5	-1.2	2,082,812	64.0	25,866	42,945	1,452,626	46.1	20,246	29,951	.0588	.0570
Clay	25.0	25.1	.4	9.3	.0	382,867	68.8	24,382	41,168	165,919	49.5	11,935	17,841	.0090	.0090
Vigo	109.3	106.2	-2.8	39.2	-1.5	1,699,945	62.9	26,213	43,366	1,286,707	45.7	22,189	32,824	.0498	.0480
TOTAL METRO COUNTIES	3,756.0	3,789.9	.9	1,385.0	2.8	63,365,997	64.2	28,643	45,752	33,332,691	49.2	16,585	24,067	1.5807	1.5526
TOTAL STATE	5,556.9	5,613.0	1.0	2,041.1	2.7	89,028,002	63.1	27,478	43,618	44,684,639	48.5	15,148	21,892	2.2222	2.1714
IOWA															
CEDAR RAPIDS	171.4	172.1	.4	68.2	3.0	3,452,348	67.3	31,164	50,621	1,403,392	47.1	14,408	20,578	.0765	.0756
Linn	171.4	172.1	.4	68.2	3.0	3,452,348	67.3	31,164	50,621	1,403,392	47.1	14,408	20,578	.0765	.0756
DAVENPORT - ROCK ISLAND - MOLINE	388.3	390.4	.5	150.2	2.9	7,618,940	63.8	31,856	50,725	2,926,217	42.4	14,078	19,482	.1705	.1650
Scott	166.3	172.0	3.4	65.9	5.9	3,318,344	68.3	31,691	50,354	1,299,814	40.0	14,926	19,724	.0737	.0723
Henry, Ill.	*57.1*	*55.8*	*-2.3*	*20.9*	*.3*	*979,410*	*55.3*	*30,171*	*46,862*	*245,398*	*31.0*	*8,962*	*11,742*	*.0215*	*.0197*
Rock Island, Ill.	*164.9*	*162.6*	*-1.4*	*63.4*	*.8*	*3,321,186*	*62.1*	*32,579*	*52,385*	*1,381,005*	*47.0*	*14,939*	*21,782*	*.0753*	*.0730*
DES MOINES	380.5	393.8	3.5	159.3	5.9	8,190,586	75.5	31,027	51,416	3,594,816	53.5	15,574	22,566	.1768	.1821
Dallas	30.8	32.2	4.5	12.7	7.6	466,207	51.7	26,050	36,709	156,595	35.6	9,783	12,330	.0113	.0105
Polk	312.1	321.2	2.9	132.2	5.3	7,048,107	77.5	31,636	53,314	3,308,857	54.9	17,019	25,029	.1527	.1585
Warren	37.6	40.4	7.4	14.4	9.9	676,272	74.0	29,669	46,963	129,364	42.1	6,950	8,984	.0128	.0131
DUBUQUE	93.7	93.0	-.7	32.4	1.6	1,364,949	50.2	28,483	42,128	645,029	34.0	15,092	19,908	.0366	.0333
Dubuque	93.7	93.0	-.7	32.4	1.6	1,364,949	50.2	28,483	42,128	645,029	34.0	15,092	19,908	.0366	.0333
IOWA CITY	85.7	88.8	3.6	35.4	6.3	1,851,468	80.7	30,764	52,301	604,040	47.4	12,306	17,063	.0366	.0381
Johnson	85.7	88.8	3.6	35.4	6.3	1,851,468	80.7	30,764	52,301	604,040	47.4	12,306	17,063	.0366	.0381
SIOUX CITY	118.0	118.1	.1	45.6	2.2	1,882,836	59.5	26,462	41,290	968,784	44.2	15,058	21,245	.0484	.0461
Woodbury	100.1	98.8	-1.3	38.7	1.3	1,621,240	60.6	26,431	41,893	883,454	44.5	16,010	22,828	.0422	.0403
Dakota, Neb.	*17.9*	*19.3*	*7.8*	*6.9*	*7.8*	*261,596*	*53.4*	*26,642*	*37,912*	*85,330*	*42.1*	*9,380*	*12,367*	*.0062*	*.0058*
WATERLOO - CEDAR FALLS	163.5	163.2	-.2	61.3	2.3	3,055,604	66.2	30,698	49,847	1,098,008	37.2	13,359	17,912	.0679	.0654
Black Hawk	138.1	137.4	-.5	51.8	2.0	2,617,654	65.9	31,055	50,534	982,209	36.7	14,140	18,962	.0588	.0566
Bremer	25.4	25.8	1.6	9.5	4.4	437,950	67.7	28,705	46,100	115,799	41.4	9,000	12,189	.0091	.0088
TOTAL METRO COUNTIES	1,248.1	1,268.8	1.7	494.9	4.2	24,447,791	69.7	30,329	49,399	10,342,612	46.5	14,863	20,898	.5476	.5452
TOTAL STATE	2,941.3	2,956.7	.5	1,148.7	2.7	49,013,142	61.6	27,108	42,668	20,978,822	43.3	13,085	18,263	1.1740	1.1296
KANSAS															
KANSAS CITY	1,473.1	1,512.1	2.6	573.5	3.9	30,068,477	64.7	33,068	52,430	14,544,822	50.5	17,512	25,362	.7014	.6946
Johnson	298.5	329.3	10.3	126.3	13.0	8,860,337	78.6	44,368	70,153	3,672,134	63.3	20,108	29,075	.1733	.1859
Leavenworth	58.1	60.9	4.8	19.8	8.2	988,806	63.4	33,063	49,940	296,126	53.0	10,580	14,956	.0211	.0211
Miami	22.7	23.8	4.8	8.7	6.1	370,359	54.0	29,327	42,570	120,924	47.1	10,023	13,899	.0085	.0081
Wyandotte	169.1	164.8	-2.5	62.3	-1.3	2,873,710	58.5	28,728	46,127	1,075,832	43.9	11,851	17,269	.0667	.0632
Cass, Mo.	*55.1*	*59.6*	*8.2*	*20.3*	*8.0*	*826,444*	*53.7*	*28,606*	*40,712*	*315,228*	*48.3*	*11,303*	*15,528*	*.0200*	*.0193*
Clay, Mo.	*140.8*	*144.3*	*2.5*	*54.8*	*4.8*	*2,661,990*	*57.6*	*32,286*	*48,576*	*1,632,077*	*47.8*	*21,108*	*29,782*	*.0702*	*.0677*
Jackson, Mo.	*623.5*	*616.2*	*-1.2*	*241.2*	*-.3*	*12,079,498*	*63.3*	*30,572*	*50,081*	*6,968,281*	*46.7*	*19,628*	*28,890*	*.3058*	*.2969*
Lafayette, Mo.	*30.9*	*31.8*	*2.9*	*11.6*	*3.6*	*417,409*	*48.9*	*25,037*	*35,984*	*152,669*	*43.0*	*9,535*	*13,151*	*.0104*	*.0096*
Platte, Mo.	*51.8*	*57.5*	*11.0*	*20.3*	*10.3*	*747,217*	*37.6*	*29,522*	*36,809*	*223,355*	*42.7*	*8,507*	*11,003*	*.0184*	*.0167*
Ray, Mo.	*22.6*	*23.9*	*5.8*	*8.2*	*3.8*	*242,707*	*30.3*	*23,578*	*29,598*	*88,196*	*34.7*	*8,291*	*10,756*	*.0070*	*.0061*
LAWRENCE	71.4	74.7	4.6	26.8	5.9	1,334,087	71.7	30,711	49,779	534,191	55.1	13,615	19,933	.0291	.0296
Douglas	71.4	74.7	4.6	26.8	5.9	1,334,087	71.7	30,711	49,779	534,191	55.1	13,615	19,933	.0291	.0296
TOPEKA	159.1	162.9	2.4	65.2	4.8	3,659,578	70.9	34,423	56,128	1,499,252	53.9	15,659	22,995	.0774	.0787
Shawnee	159.1	162.9	2.4	65.2	4.8	3,659,578	70.9	34,423	56,128	1,499,252	53.9	15,659	22,995	.0774	.0787
WICHITA	428.2	444.4	3.8	173.5	5.9	10,337,761	73.8	36,319	59,584	4,078,973	56.2	15,941	23,510	.2117	.2188
Butler	47.7	50.8	6.5	18.4	6.4	737,980	46.0	29,218	40,108	264,440	43.7	10,639	14,372	.0181	.0168
Sedgwick	380.5	393.6	3.4	155.1	5.9	9,599,781	76.3	37,158	61,894	3,814,533	57.2	16,567	24,594	.1936	.2020
TOTAL METRO COUNTIES	1,207.1	1,260.8	4.4	482.6	6.6	28,424,638	72.4	36,417	58,899	11,277,432	56.6	15,907	23,368	.5878	.6054
TOTAL STATE	2,448.0	2,535.0	3.6	969.7	5.2	47,234,288	64.0	31,257	48,710	20,133,995	51.4	14,432	20,763	1.0722	1.0622
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	155.5	161.6	3.9	53.6	6.8	2,277,090	74.1	26,050	42,483	1,099,752	56.8	13,971	20,518	.0546	.0565
Christian	67.9	69.2	1.9	21.5	4.4	989,925	75.5	27,376	46,043	436,000	55.7	13,593	20,279	.0232	.0239
Montgomery, Tenn.	*87.6*	*92.4*	*5.5*	*32.1*	*8.4*	*1,287,165*	*73.1*	*25,127*	*40,099*	*663,752*	*57.5*	*14,235*	*20,678*	*.0314*	*.0326*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
KY (cont.)															
HUNTINGTON - ASHLAND	**341.0**	**344.6**	**1.1**	**128.5**	**3.2**	**4,613,349**	**58.9**	**23,317**	**35,902**	**3,288,297**	**43.0**	**12,853**	**17,808**	**.1218**	**.1164**
Boyd	55.4	55.0	–.7	21.0	2.4	742,602	45.3	24,926	35,362	468,921	40.5	16,278	22,330	.0222	.0203
Carter	26.3	27.4	4.2	9.2	5.7	297,145	69.4	20,163	32,298	121,090	43.0	9,730	13,162	.0075	.0074
Greenup	40.4	41.5	2.7	14.1	4.4	413,140	33.0	23,003	29,301	101,575	27.9	5,884	7,204	.0112	.0097
Lawrence, Ohio	*65.1*	*66.6*	*2.3*	*24.5*	*4.3*	*975,653*	*71.0*	*24,281*	*39,823*	*228,787*	*37.5*	*7,082*	*9,338*	*.0203*	*.0202*
Cabell, W. Va.	*105.9*	*104.3*	*–1.5*	*41.9*	*1.0*	*1,506,719*	*57.8*	*23,014*	*35,960*	*1,183,458*	*45.1*	*19,650*	*28,245*	*.0464*	*.0440*
Wayne, W. Va.	*47.9*	*49.8*	*4.0*	*17.8*	*6.0*	*678,090*	*78.3*	*22,640*	*38,095*	*184,466*	*53.0*	*7,175*	*10,363*	*.0142*	*.0148*
LEXINGTON-FAYETTE	**328.5**	**340.4**	**3.6**	**129.5**	**5.9**	**6,257,169**	**77.1**	**28,883**	**48,318**	**3,164,120**	**56.8**	**16,503**	**24,433**	**.1426**	**.1484**
Bourbon	19.1	18.7	–2.1	7.0	.0	213,639	42.2	21,459	30,520	91,360	37.3	9,503	13,051	.0060	.0054
Clark	29.6	30.9	4.4	11.4	6.5	548,851	80.7	28,383	48,145	218,276	56.9	13,004	19,147	.0116	.0121
Fayette	208.9	214.1	2.5	84.7	5.0	4,228,424	76.7	29,658	49,922	2,472,031	56.6	19,555	29,186	.1004	.1043
Jessamine	29.4	33.1	12.6	11.2	15.5	545,531	96.4	28,634	48,708	177,441	73.3	10,558	15,843	.0101	.0117
Scott	22.9	24.2	5.7	8.3	6.4	345,332	70.5	25,970	41,606	89,183	47.4	7,758	10,745	.0073	.0073
Woodford	18.6	19.4	4.3	6.9	7.8	375,392	83.4	31,983	54,405	115,829	61.8	11,187	16,787	.0072	.0076
LOUISVILLE	**968.5**	**977.2**	**.9**	**362.8**	**2.7**	**17,328,932**	**70.1**	**28,837**	**47,764**	**8,021,020**	**50.7**	**15,074**	**22,109**	**.4022**	**.4032**
Bullitt	48.7	54.3	11.5	16.8	13.5	731,348	79.7	27,503	43,533	151,299	64.2	6,225	9,006	.0141	.0152
Jefferson	677.5	666.5	–1.6	256.8	.6	12,777,140	69.4	29,553	49,755	6,241,466	50.2	16,283	24,305	.2994	.2978
Oldham	32.7	37.9	15.9	11.3	17.7	698,784	98.6	36,645	61,839	122,165	57.8	8,066	10,811	.0114	.0131
Shelby	24.8	26.3	6.0	9.0	5.9	371,993	65.4	26,455	41,333	121,425	40.3	10,183	13,492	.0084	.0084
Clark, Ind.	*92.0*	*95.2*	*3.5*	*34.8*	*6.1*	*1,317,165*	*61.7*	*24,833*	*37,850*	*870,878*	*50.6*	*17,624*	*25,025*	*.0370*	*.0363*
Floyd, Ind.	*63.1*	*65.0*	*3.0*	*23.4*	*4.5*	*997,852*	*67.2*	*26,638*	*42,643*	*381,257*	*52.0*	*11,199*	*16,293*	*.0227*	*.0227*
Harrison, Ind.	*29.7*	*32.0*	*7.7*	*10.7*	*8.1*	*434,650*	*75.0*	*25,092*	*40,621*	*132,530*	*58.1*	*8,465*	*12,386*	*.0092*	*.0097*
OWENSBORO	**87.7**	**89.3**	**1.8**	**33.5**	**4.7**	**1,345,085**	**61.4**	**26,036**	**40,152**	**816,631**	**49.5**	**17,069**	**24,377**	**.0361**	**.0352**
Daviess	87.7	89.3	1.8	33.5	4.7	1,345,085	61.4	26,036	40,152	816,631	49.5	17,069	24,377	.0361	.0352
TOTAL METRO COUNTIES	**1,703.2**	**1,729.5**	**1.5**	**639.1**	**3.6**	**30,067,256**	**70.3**	**28,631**	**47,046**	**14,375,605**	**52.7**	**15,258**	**22,494**	**.7032**	**.7089**
TOTAL STATE	**3,769.7**	**3,881.6**	**3.0**	**1,401.9**	**4.9**	**57,342,929**	**69.6**	**25,294**	**40,904**	**26,241,046**	**51.5**	**12,957**	**18,718**	**1.3732**	**1.3811**

KMEG-TV
takes you right to
fast-food customers
within buying distance.

Consumers in the Sioux City ADI spent more than $190 million eating out.* And 61% of those dollars were spent in the 13-county Retail Trade Area. If that's where your franchises are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

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A CBS Affiliate
A MEGAWATT OF SALES POWER FOR SIOUX CITY
Harrington, Righter & Parsons National Representatives.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
LOUISIANA															
ALEXANDRIA	**143.0**	**151.5**	**5.9**	**53.7**	**8.7**	**2,173,380**	**73.0**	**25,428**	**40,473**	**1,019,500**	**47.1**	**14,027**	**18,985**	**.0524**	**.0531**
Rapides	143.0	151.5	5.9	53.7	8.7	2,173,380	73.0	25,428	40,473	1,019,500	47.1	14,027	18,985	.0524	.0531
BATON ROUGE	**549.7**	**608.8**	**10.8**	**214.6**	**13.7**	**10,265,191**	**80.5**	**30,117**	**47,834**	**4,887,250**	**60.5**	**16,129**	**22,774**	**.2268**	**.2432**
Ascension	58.6	67.9	15.9	22.2	18.7	971,713	82.9	28,408	43,771	348,556	51.2	12,330	15,701	.0206	.0221
East Baton Rouge	400.5	436.5	9.0	157.9	11.9	7,650,323	77.5	30,550	48,450	4,179,948	61.4	18,349	26,472	.1771	.1881
Livingston	69.8	81.9	17.3	27.3	20.8	1,287,780	97.4	28,870	47,171	268,440	58.9	7,473	9,833	.0224	.0257
West Baton Rouge	20.8	22.5	8.2	7.2	12.5	355,375	85.4	29,953	49,358	90,306	59.5	8,847	12,543	.0067	.0073
HOUMA - THIBODAUX	**191.7**	**207.2**	**8.1**	**69.2**	**10.9**	**3,150,916**	**71.6**	**29,433**	**45,533**	**1,502,043**	**42.2**	**16,932**	**21,706**	**.0762**	**.0765**
Lafourche	88.4	94.9	7.4	31.5	10.1	1,381,392	68.6	28,641	43,854	535,869	39.8	13,406	17,012	.0322	.0320
Terrebonne	103.3	112.3	8.7	37.7	11.5	1,769,524	73.9	30,103	46,937	966,174	43.5	19,916	25,628	.0440	.0445
LAFAYETTE	**215.3**	**243.1**	**12.9**	**86.5**	**16.0**	**4,190,837**	**83.6**	**30,600**	**48,449**	**2,411,044**	**56.4**	**20,670**	**27,873**	**.0980**	**.1052**
Lafayette	169.8	191.8	13.0	70.1	16.1	3,538,539	83.5	31,931	50,478	2,233,794	56.9	23,572	31,866	.0846	.0908
St. Martin	45.5	51.3	12.7	16.4	15.5	652,298	84.2	24,934	39,774	177,250	49.9	8,326	10,808	.0134	.0144
LAKE CHARLES	**176.7**	**186.2**	**5.4**	**66.5**	**8.1**	**2,886,314**	**63.7**	**28,675**	**43,403**	**1,403,288**	**42.3**	**16,034**	**21,102**	**.0719**	**.0701**
Calcasieu	176.7	186.2	5.4	66.5	8.1	2,886,314	63.7	28,675	43,403	1,403,288	42.3	16,034	21,102	.0719	.0701
MONROE	**145.2**	**150.6**	**3.7**	**53.9**	**6.1**	**2,025,173**	**61.3**	**24,721**	**37,573**	**1,091,610**	**43.7**	**14,958**	**20,253**	**.0540**	**.0523**
Ouachita	145.2	150.6	3.7	53.9	6.1	2,025,173	61.3	24,721	37,573	1,091,610	43.7	14,958	20,253	.0540	.0523
NEW ORLEANS	**1,337.9**	**1,425.2**	**6.5**	**530.0**	**8.7**	**23,415,024**	**71.4**	**28,017**	**44,179**	**11,632,883**	**53.9**	**15,509**	**21,949**	**.5526**	**.5652**
Jefferson	486.2	520.0	7.0	192.8	9.5	9,198,702	69.4	30,835	47,711	5,380,746	56.0	19,589	27,908	.2261	.2312
Orleans	563.3	568.0	.8	222.3	3.3	8,578,506	63.7	24,344	38,590	4,503,877	49.5	13,994	20,260	.2188	.2144
St. Bernard	69.1	74.5	7.8	25.8	10.7	1,089,565	67.4	27,939	42,231	459,350	56.6	12,590	17,804	.0253	.0257
St. Charles	41.9	47.2	12.6	15.7	14.6	719,122	71.8	30,557	45,804	130,476	43.7	6,626	8,311	.0137	.0141
St. John the Baptist	39.3	47.8	21.6	14.9	24.2	801,014	103.4	32,811	53,759	227,239	65.4	11,447	15,251	.0142	.0168
St. Tammany	138.1	167.7	21.4	58.5	24.2	3,028,115	98.8	32,347	51,763	931,195	61.5	12,240	15,918	.0545	.0630
SHREVEPORT	**357.2**	**382.2**	**7.0**	**143.3**	**9.6**	**6,499,248**	**74.5**	**28,470**	**45,254**	**3,036,306**	**50.7**	**15,406**	**21,188**	**.1489**	**.1529**
Bossier	88.8	97.0	9.2	34.5	12.0	1,321,629	64.2	26,125	38,308	653,108	52.0	13,953	18,931	.0330	.0333
Caddo	268.4	285.2	6.3	108.8	8.8	5,177,619	77.4	29,192	47,588	2,383,198	50.3	15,853	21,904	.1159	.1196
TOTAL METRO COUNTIES	**3,116.7**	**3,354.8**	**7.6**	**1,217.7**	**10.1**	**54,606,083**	**73.6**	**28,453**	**44,844**	**26,983,924**	**52.8**	**15,969**	**22,160**	**1.2808**	**1.3185**
TOTAL STATE	**4,500.7**	**4,807.7**	**6.8**	**1,714.4**	**9.3**	**72,787,328**	**72.1**	**26,968**	**42,456**	**34,584,264**	**50.9**	**14,618**	**20,173**	**1.7285**	**1.7631**

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AGENT FOR

The Times Shreveport Journal

SHREVEPORT
LEADING CITY IN THE ARK-LA-TEX

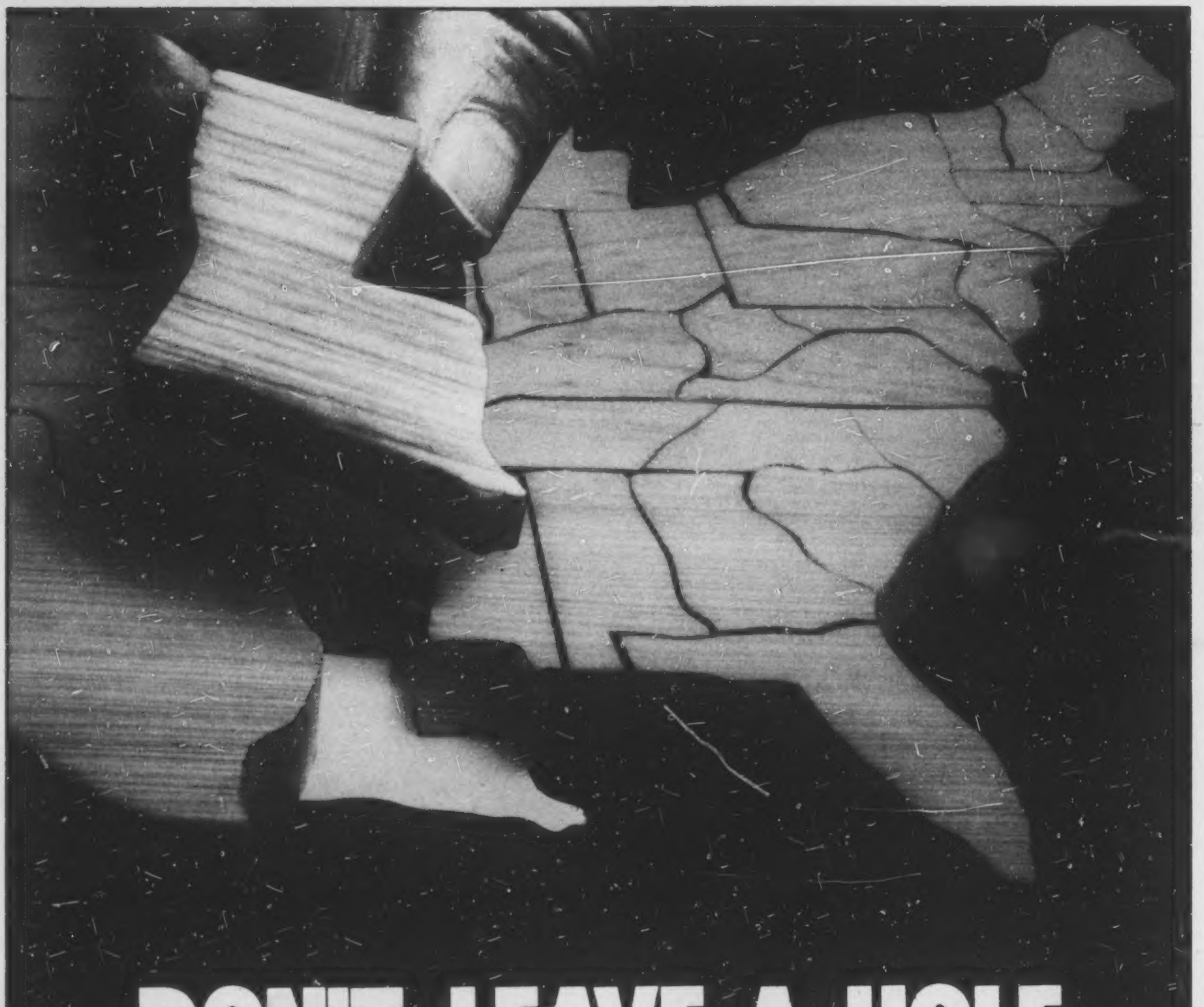
In the **SHREVEPORT MARKET** ... you get quality coverage from The Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **37%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **67%** coverage in the **METRO** area.
As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **1,018,000** people in **361,900** households with effective buying income of **$9.4** billion and producing retail sales of **$4.8** billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M & E 105,296 **MORNING 79,274**
SUNDAY 109,856 **EVENING 26,022**

ABC PUB. STATEMENT DEC. 30, 1984
Represented by Gannett Media Sales

S&MM Survey of Buying Power, July 1985



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For more information on the New Orleans market, let our national advertising manager speak his piece. Call Lester Key at (504) 826-3075.

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Source: *American Newspaper Market's Circulation'84/'85*
Newspapers ranked individually by morning, evening and all day.

The Times-Picayune
The States-Item
Final
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GE admits fraud on missile pact

The Times-Picayune
The States-Item

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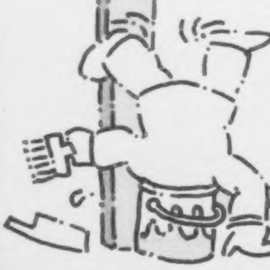
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MAINE															
BANGOR	**138.5**	**140.1**	**1.2**	**49.1**	**3.4**	**2,051,641**	**64.6**	**26,240**	**41,785**	**1,230,277**	**50.0**	**17,268**	**25,057**	**.0547**	**.0540**
Penobscot	138.5	140.1	1.2	49.1	3.4	2,051,641	64.6	26,240	41,785	1,230,277	50.0	17,268	25,057	.0547	.0540
LEWISTON - AUBURN	**100.5**	**101.1**	**.6**	**37.6**	**2.7**	**1,476,887**	**62.8**	**24,791**	**39,279**	**803,127**	**48.7**	**14,757**	**21,360**	**.0386**	**.0376**
Androscoggin	100.5	101.1	.6	37.6	2.7	1,476,887	62.8	24,791	39,279	803,127	48.7	14,757	21,360	.0386	.0376
PORTLAND	**223.9**	**232.2**	**3.7**	**89.7**	**6.3**	**4,152,062**	**70.6**	**28,834**	**46,288**	**2,965,398**	**54.8**	**22,690**	**33,059**	**.1103**	**.1123**
Cumberland	223.9	232.2	3.7	89.7	6.3	4,152,062	70.6	28,834	46,288	2,965,398	54.8	22,690	33,059	.1103	.1123
TOTAL METRO COUNTIES	**462.9**	**473.4**	**2.3**	**175.4**	**4.7**	**7,680,590**	**67.4**	**27,224**	**43,541**	**4,998,802**	**52.6**	**19,439**	**28,338**	**.2036**	**.2039**
TOTAL STATE	**1,165.8**	**1,207.0**	**3.5**	**447.7**	**6.0**	**18,214,788**	**67.9**	**25,683**	**40,685**	**9,966,377**	**53.1**	**15,413**	**22,261**	**.4590**	**.4616**
MARYLAND															
BALTIMORE	**2,265.4**	**2,330.9**	**2.9**	**857.0**	**5.1**	**38,568,852**	**59.6**	**29,642**	**45,004**	**19,127,858**	**48.6**	**15,786**	**22,320**	**.9571**	**.9293**
Anne Arundel	406.2	438.6	8.0	150.8	11.0	7,566,600	65.1	33,727	50,176	3,628,395	55.7	17,146	24,061	.1770	.1788
Baltimore	667.6	679.1	1.7	264.0	4.1	12,810,978	55.1	32,575	48,526	7,448,003	46.2	20,092	28,212	.3342	.3179
Baltimore city	753.4	718.2	–4.7	270.9	–2.6	9,390,291	48.7	22,713	34,663	4,721,210	38.5	12,266	17,428	.2647	.2393
Carroll	110.0	124.8	13.5	41.9	16.4	1,863,560	69.0	30,634	44,476	753,259	61.4	12,962	17,978	.0414	.0432
Harford	157.7	170.7	8.2	57.6	10.6	2,916,719	71.3	32,683	50,637	1,269,629	58.3	15,399	22,042	.0650	.0671
Howard	141.5	166.9	18.0	60.3	20.8	3,640,957	85.7	39,294	60,381	1,155,161	72.3	13,438	19,157	.0653	.0736
Queen Anne's	29.0	32.6	12.4	11.5	15.0	379,747	53.3	24,778	33,021	152,201	53.2	9,932	13,235	.0095	.0094
CUMBERLAND	**105.9**	**104.0**	**–1.8**	**39.4**	**.0**	**1,425,342**	**56.2**	**23,166**	**36,176**	**733,158**	**41.7**	**13,132**	**18,608**	**.0385**	**.0361**
Allegany	78.0	75.5	–3.2	28.8	–1.7	1,074,576	54.1	23,801	37,312	653,345	41.5	15,757	22,686	.0307	.0285
Mineral, W. Va.	*27.9*	*28.5*	*2.2*	*10.6*	*5.0*	*350,766*	*62.9*	*21,323*	*33,091*	*79,813*	*43.2*	*5,517*	*7,530*	*.0078*	*.0076*
HAGERSTOWN	**116.6**	**118.8**	**1.9**	**43.6**	**4.6**	**1,554,079**	**49.0**	**25,019**	**35,644**	**962,078**	**43.7**	**16,054**	**22,066**	**.0454**	**.0424**
Washington	116.6	118.8	1.9	43.6	4.6	1,554,079	49.0	25,019	35,644	962,078	43.7	16,054	22,066	.0454	.0424
TOTAL METRO COUNTIES	**4,066.3**	**4,216.9**	**3.7**	**1,540.6**	**5.9**	**77,831,380**	**62.9**	**32,862**	**50,520**	**38,112,238**	**50.7**	**17,396**	**24,739**	**1.8537**	**1.8288**
TOTAL STATE	**4,381.6**	**4,550.2**	**3.8**	**1,662.6**	**6.1**	**82,373,597**	**62.7**	**32,295**	**49,545**	**40,848,656**	**50.8**	**17,283**	**24,569**	**1.9771**	**1.9502**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,678.4**	**3,697.1**	**.5**	**1,394.6**	**2.7**	**77,211,369**	**60.2**	**35,512**	**55,365**	**37,294,027**	**47.5**	**18,626**	**26,742**	**1.8292**	**1.7676**
Essex	643.3	654.6	1.8	251.5	4.1	13,335,894	62.2	34,054	53,025	7,047,277	49.4	19,528	28,021	.3227	.3159
Middlesex	1,361.7	1,357.1	–.3	504.2	2.0	30,287,209	59.3	38,459	60,070	13,407,196	46.5	18,503	26,591	.6951	.6672
Norfolk	609.4	612.7	.5	226.0	2.9	14,018,726	59.8	39,949	62,030	6,837,715	47.5	21,114	30,255	.3286	.3172
Plymouth	432.3	460.4	6.5	160.8	9.2	8,227,697	67.4	33,374	51,167	3,860,914	55.5	16,861	24,011	.1891	.1920
Suffolk	631.7	612.3	–3.1	252.1	–1.0	11,341,843	55.9	28,582	44,989	6,140,925	42.9	16,885	24,359	.2937	.2753



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The Washington Post

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION 12/31/89 Total Pop. (Thous.)	POPULATION % Change 1984-1989	POPULATION 12/31/89 Total Households (Thous.)	POPULATION % Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1984-1989	EFFECTIVE BUYING INCOME Average Household EBI 1984	EFFECTIVE BUYING INCOME Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	RETAIL SALES % Change 1984-1989	RETAIL SALES Retail Sales Per Household 1984	RETAIL SALES Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
MA (cont.)															
NEW BEDFORD - FALL RIVER - ATTLEBORO	489.5	504.2	3.0	186.9	5.4	7,810,130	59.5	27,605	41,780	4,618,558	49.1	17,462	24,711	.2076	.2021
Bristol	489.5	504.2	3.0	186.9	5.4	7,810,130	59.5	27,605	41,780	4,618,558	49.1	17,462	24,711	.2076	.2021
PITTSFIELD	142.9	140.5	−1.7	54.7	.7	2,514,006	54.5	29,961	45,960	1,371,267	43.5	17,600	25,069	.0657	.0616
Berkshire	142.9	140.5	−1.7	54.7	.7	2,514,006	54.5	29,961	45,960	1,371,267	43.5	17,600	25,069	.0657	.0616
SPRINGFIELD	583.1	583.5	.1	216.4	2.4	9,254,735	51.2	28,967	42,767	4,971,698	42.7	16,486	22,975	.2483	.2307
Hampden	439.4	435.1	−1.0	165.4	1.3	6,947,116	49.5	28,465	42,002	4,108,621	41.6	17,772	24,841	.1942	.1786
Hampshire	143.7	148.4	3.3	51.0	6.3	2,307,619	56.7	30,677	45,247	863,077	48.5	12,110	16,923	.0541	.0521
WORCESTER - FITCHBURG - LEOMINSTER	657.7	669.6	1.8	248.8	4.3	12,063,628	60.4	31,529	48,487	5,433,053	48.7	15,312	21,837	.2858	.2775
Worcester	657.7	669.6	1.8	248.8	4.3	12,063,628	60.4	31,529	48,487	5,433,053	48.7	15,312	21,837	.2858	.2775
TOTAL METRO COUNTIES	5,551.6	5,594.9	.8	2,101.4	3.1	108,853,876	59.2	33,532	51,801	53,680,603	47.2	17,888	25,549	2.6266	2.5395
TOTAL STATE	5,807.9	5,883.3	1.3	2,221.5	3.7	113,899,427	59.7	33,275	51,271	57,121,891	48.2	17,993	25,713	2.7633	2.6738
MICHIGAN															
ANN ARBOR	270.4	274.9	1.7	101.6	4.1	5,486,028	67.6	33,539	53,996	2,405,728	51.9	16,229	23,678	.1228	.1228
Washtenaw	270.4	274.9	1.7	101.6	4.1	5,486,028	67.6	33,539	53,996	2,405,728	51.9	16,229	23,678	.1228	.1228
BATTLE CREEK	137.7	132.7	−3.6	50.3	−1.9	2,414,942	64.2	28,669	48,011	966,487	46.0	12,908	19,214	.0553	.0536
Calhoun	137.7	132.7	−3.6	50.3	−1.9	2,414,942	64.2	28,669	48,011	966,487	46.0	12,908	19,214	.0553	.0536
BENTON HARBOR	165.9	159.7	−3.7	59.7	−1.5	2,832,979	66.7	28,041	47,454	1,096,362	47.3	12,279	18,365	.0640	.0627
Berrien	165.9	159.7	−3.7	59.7	−1.5	2,832,979	66.7	28,041	47,454	1,096,362	47.3	12,279	18,365	.0640	.0627

The 'KJF combo

93KJF FM STEREO

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The new 'KJF-FM and WKJF-AM combo carries your message even deeper into northwest Michigan's adult market. 'KJF-FM plays the contemporary music Adults 18-44 throughout the Traverse City/Cadillac trading area live with all day long. And WKJF, the most powerful AM station in Cadillac, programs the sounds Adults 35+ have proven they want to hear.

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WKJF-AM/WKJF-FM

CBS Radio for Northern Michigan
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MI (cont.)															
DETROIT	**4,359.4**	**4,312.9**	**−1.1**	**1,594.1**	**1.1**	**77,305,031**	**55.3**	**31,572**	**48,494**	**33,748,437**	**43.7**	**14,892**	**21,171**	**1.8751**	**1.7647**
Lapeer	75.0	80.0	6.7	25.4	8.5	1,159,841	63.5	30,316	45,663	299,962	40.8	9,106	11,810	.0250	.0245
Livingston	109.7	119.6	9.0	38.8	11.2	2,129,163	74.0	35,057	54,875	508,771	50.3	9,698	13,113	.0409	.0423
Macomb	699.2	701.4	.3	250.1	2.6	10,708,261	41.5	31,059	42,816	5,975,830	38.9	17,654	23,894	.3051	.2725
Monroe	135.0	134.6	−.3	45.8	2.0	2,879,272	76.2	36,385	62,866	715,421	54.3	10,325	15,621	.0537	.0553
Oakland	1,021.7	1,029.1	.7	387.8	3.1	24,577,292	66.3	39,275	63,376	11,343,269	50.5	20,024	29,250	.5468	.5438
St. Clair	140.4	141.8	1.0	50.4	3.1	2,539,020	73.8	29,871	50,377	853,695	54.0	11,338	16,938	.0530	.0540
Wayne	2,178.4	2,106.4	−3.3	795.8	−1.1	33,312,182	40.7	27,845	41,860	14,051,489	39.5	12,519	17,657	.8506	.7723
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,629.8***	***4,587.8***	***−.9***	***1,695.7***	***1.3***	***82,791,859***	***56.1***	***31,686***	***48,824***	***36,154,165***	***44.2***	***14,970***	***21,201***	***1.9979***	***1.8865***
FLINT	**439.4**	**441.0**	**.4**	**162.1**	**2.7**	**6,516,202**	**45.2**	**28,415**	**40,199**	**3,467,881**	**40.6**	**15,616**	**21,393**	**.1809**	**.1644**
Genesee	439.4	441.0	.4	162.1	2.7	6,516,202	45.2	28,415	40,199	3,467,881	40.6	15,616	21,393	.1809	.1644
GRAND RAPIDS	**623.2**	**643.7**	**3.3**	**234.7**	**5.7**	**12,408,320**	**78.3**	**31,340**	**52,869**	**5,615,327**	**57.6**	**16,883**	**23,926**	**.2698**	**.2823**
Kent	457.5	469.3	2.6	175.6	5.0	8,930,666	75.8	30,388	50,858	4,451,357	56.3	17,035	25,349	.2029	.2099
Ottawa	165.7	174.4	5.3	59.1	7.8	3,477,654	85.3	34,247	58,844	1,163,970	62.7	13,056	19,695	.0669	.0724
JACKSON	**149.3**	**146.2**	**−2.1**	**51.7**	**.0**	**2,692,897**	**69.7**	**30,685**	**52,087**	**1,014,089**	**49.9**	**13,085**	**19,615**	**.0590**	**.0586**
Jackson	149.3	146.2	−2.1	51.7	.0	2,692,897	69.7	30,685	52,087	1,014,089	49.9	13,085	19,615	.0590	.0586
KALAMAZOO	**214.6**	**215.6**	**.5**	**80.8**	**2.8**	**4,470,031**	**75.5**	**32,412**	**55,322**	**2,031,334**	**54.5**	**16,724**	**25,140**	**.0980**	**.1006**
Kalamazoo	214.6	215.6	.5	80.8	2.8	4,470,031	75.5	32,412	55,322	2,031,334	54.5	16,724	25,140	.0980	.1006
LANSING - EAST LANSING	**424.6**	**428.9**	**1.0**	**154.1**	**3.5**	**8,127,715**	**70.2**	**32,067**	**52,743**	**3,526,582**	**51.7**	**15,617**	**22,885**	**.1820**	**.1831**
Clinton	56.8	57.6	1.4	19.2	4.3	965,977	66.1	31,603	50,311	281,092	51.4	10,091	14,640	.0204	.0202
Eaton	94.1	100.0	6.3	36.2	8.7	1,603,165	59.7	30,137	44,286	774,638	47.4	15,786	21,399	.0394	.0386
Ingham	273.7	271.3	−.9	98.7	1.5	5,558,573	74.3	32,815	56,318	2,470,852	53.1	16,606	25,034	.1222	.1243
MUSKEGON	**154.6**	**151.2**	**−2.2**	**55.3**	**.0**	**2,571,377**	**69.6**	**27,409**	**46,499**	**1,013,561**	**49.9**	**12,231**	**18,328**	**.0581**	**.0576**
Muskegon	154.6	151.2	−2.2	55.3	.0	2,571,377	69.6	27,409	46,499	1,013,561	49.9	12,231	18,328	.0581	.0576

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The most recent U.S. Census shows Kalamazoo-Grand Rapids has grown 11.3% since 1970. It's the fastest growing of any Michigan market ranked among the nation's top 100.

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- 20th in department store sales
- 33rd in building material and hardware sales
- 34th in eating and drinking places sales
- 34th in effective buying income

Between 1982 and 1987, the market's effective buying income will jump from $15 billion to $20 billion. That is a 76% growth compared with the much smaller projected gains for the rest of Michigan, the east north central region, and the U.S.

Talk with the people at Harrington, Righter & Parsons about WKZO-TV – the best way to reach your prime audience in Michigan's fastest growing market.

S&MM® 1984 Survey of Buying Power

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KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Harrington, Righter & Parsons National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	1989	BUYING POWER INDEX 1984	1989
MI (cont.)															
SAGINAW - BAY CITY - MIDLAND	416.1	416.5	.1	148.9	2.6	6,438,214	57.6	28,989	44,515	3,315,671	45.5	15,798	22,260	.1695	.1613
Bay	116.1	111.6	–3.9	40.8	–1.2	1,612,563	46.0	26,752	39,524	742,545	38.2	13,013	18,200	.0438	.0390
Midland	75.5	77.5	2.6	27.8	5.7	1,493,831	80.9	35,607	60,929	328,492	59.0	12,641	19,011	.0323	.0341
Saginaw	224.5	227.4	1.3	80.3	3.6	3,321,820	53.4	27,935	41,368	2,544,634	45.1	18,186	25,462	.0934	.0882
TOTAL METRO COUNTIES	7,355.2	7,323.3	–.4	2,690.3	1.8	131,453,736	59.7	31,106	48,868	58,301,489	46.3	15,080	21,610	3.1348	3.0107
TOTAL STATE	9,160.2	9,192.7	.3	3,267.8	2.3	157,486,280	60.6	29,835	46,813	68,434,187	46.3	14,314	20,317	3.7579	3.6222
MINNESOTA															
DULUTH	259.8	257.2	–1.0	99.6	1.4	4,230,388	58.1	27,178	42,373	2,032,326	44.0	14,380	20,384	.1061	.1009
St. Louis	216.5	215.3	–.6	83.1	1.8	3,494,124	56.2	27,417	42,047	1,731,679	45.0	14,801	21,079	.0896	.0848
Douglas, Wisc.	*43.3*	*41.9*	*–3.2*	*16.5*	*–.6*	*736,264*	*68.3*	*25,998*	*44,516*	*270,647*	*37.4*	*11,868*	*16,420*	*.0165*	*.0161*
FARGO - MOORHEAD	145.9	154.5	5.9	57.2	7.7	2,677,206	60.5	31,416	46,804	1,458,942	49.8	18,326	25,506	.0670	.0660
Clay	49.3	49.2	–.2	17.5	2.3	635,592	42.2	26,135	36,320	327,903	39.0	13,792	18,737	.0181	.0165
Cass, N.D.	*96.6*	*105.3*	*9.0*	*39.7*	*10.3*	*2,041,614*	*67.2*	*33,924*	*51,420*	*1,131,039*	*53.3*	*20,494*	*28,490*	*.0489*	*.0495*
MINNEAPOLIS - ST. PAUL	2,318.0	2,400.3	3.8	875.6	5.8	51,198,422	74.7	35,488	58,472	23,070,347	55.2	17,963	26,348	1.0986	1.1365
Anoka	215.1	235.1	9.3	77.8	11.9	4,641,678	83.5	36,393	59,662	1,594,647	64.8	13,920	20,497	.0895	.0974
Carver	40.6	44.4	9.4	15.1	11.0	839,568	80.1	34,284	55,601	198,469	62.6	8,975	13,144	.0152	.0163
Chisago	29.3	33.1	13.0	10.9	13.5	438,624	66.0	27,320	40,241	172,575	58.0	11,377	15,833	.0102	.0104
Dakota	217.9	243.0	11.5	85.8	14.4	5,421,844	89.0	38,247	63,192	2,093,211	69.1	16,503	24,398	.1026	.1147
Hennepin	944.1	947.3	.3	391.3	2.7	23,232,680	70.6	35,741	59,373	11,587,136	52.2	19,975	29,612	.5198	.5243
Isanti	26.0	28.7	10.4	9.7	12.8	400,865	71.2	27,227	41,326	108,115	57.3	7,994	11,146	.0080	.0085
Ramsey	456.5	452.5	–.9	179.6	1.4	10,106,574	68.7	33,831	56,273	5,412,059	50.4	20,314	30,134	.2377	.2370
Scott	49.4	55.2	11.7	18.0	14.6	904,341	71.4	33,607	50,241	325,914	61.3	12,073	18,106	.0189	.0199
Washington	126.7	140.5	10.9	46.5	13.7	3,265,540	91.8	41,631	70,227	871,323	69.9	12,541	18,738	.0555	.0606
Wright	65.9	73.6	11.7	23.7	13.4	1,034,667	71.2	28,919	43,657	416,604	60.3	12,438	17,578	.0234	.0243
St. Croix, Wisc.	*46.5*	*49.9*	*7.3*	*17.2*	*9.6*	*912,041*	*84.9*	*31,410*	*53,026*	*290,294*	*63.8*	*11,291*	*16,878*	*.0175*	*.0191*

Look at WKZO Radio—the big buy for radio in Western Michigan.

The Kalamazoo ADI is rich, with more than $15.3 billion in effective buying income and $7 billion in total retail sales.* And once again, WKZO Radio is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

WKZO Radio is Kalamazoo's top-ranked adult station.

WKZO Radio overwhelms the competition for adults in Kalamazoo. Our 18+ AQH audience is more than 17% bigger than our nearest competitor's, Monday through Friday. Our 18+ cume, 6 a.m. to Midnight, Monday through Friday is 72% above our nearest competitor, as well as greater than the next two stations combined.**

So if you want to reach more adults in Western Michigan, take a close look at WKZO Radio. Call your McGavren Guild representative today for a copy of the latest Birch Radio Standard Market Report.

*S&MM® 1984 Survey of Buying Power
**The Birch Report. Kalamazoo-Portage TSA, Spring, 1985.
Data subject to qualifications listed in report.

A Felzer Station

WKZO
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
McGavren Guild Radio, National Representative

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES		POPULATION				EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
MINN. (cont.)															
ROCHESTER	95.4	98.9	3.7	37.1	5.7	2,063,106	74.0	33,780	55,609	1,167,089	56.0	21,318	31,458	.0484	.0499
Olmsted	95.4	98.9	3.7	37.1	5.7	2,063,106	74.0	33,780	55,609	1,167,089	56.0	21,318	31,458	.0484	.0499
ST. CLOUD	175.2	187.1	6.8	59.7	8.9	2,731,241	73.6	28,707	45,749	2,025,723	56.0	23,698	33,932	.0754	.0779
Benton	27.1	29.0	7.0	10.1	9.8	473,502	83.8	27,997	46,881	142,901	63.4	9,505	14,149	.0093	.0100
Sherburne	34.5	39.1	13.3	12.0	14.3	584,443	80.7	30,795	48,704	166,908	65.3	9,618	13,909	.0116	.0126
Stearns	113.6	119.0	4.8	37.6	7.1	1,673,296	68.6	28,268	44,503	1,715,914	54.6	31,630	45,636	.0545	.0553
TOTAL METRO COUNTIES	2,707.9	2,803.9	3.5	1,055.8	5.5	59,210,444	72.9	34,232	56,081	28,052,447	54.3	18,170	29,570	1.3126	1.3445
TOTAL STATE	4,183.6	4,297.0	2.7	1,603.4	4.7	77,823,254	66.7	30,492	48,536	37,962,538	51.1	16,416	23,676	1.8382	1.8328
MISSISSIPPI															
BILOXI - GULFPORT	195.4	210.3	7.6	76.2	10.6	3,192,742	82.7	25,363	41,900	1,645,475	62.7	14,679	21,514	.0737	.0792
Hancock	28.7	33.1	15.3	11.9	19.0	390,475	76.0	22,182	32,813	167,797	61.0	10,422	14,101	.0091	.0097
Harrison	166.7	177.2	6.3	64.3	9.2	2,802,267	83.7	25,903	43,581	1,477,678	62.9	15,401	22,981	.0646	.0695
JACKSON	391.1	420.2	7.4	150.0	9.8	7,033,282	84.9	27,847	46,889	3,307,708	59.9	15,144	22,051	.1545	.1664
Hinds	265.8	279.7	5.2	102.8	7.8	4,795,972	81.2	27,739	46,653	2,783,925	60.8	18,153	27,081	.1137	.1209
Madison	46.6	52.0	11.6	17.0	13.3	674,890	90.6	23,604	39,699	190,598	57.3	8,077	11,212	.0136	.0150
Rankin	78.7	88.5	12.5	30.2	15.3	1,562,420	94.4	30,670	51,736	333,185	54.5	8,233	11,033	.0272	.0305
PASCAGOULA	126.2	134.8	6.8	46.4	9.2	2,220,158	83.8	28,417	47,848	865,537	63.0	12,496	18,654	.0463	.0500
Jackson	126.2	134.8	6.8	46.4	9.2	2,220,158	83.8	28,417	47,848	865,537	63.0	12,496	18,654	.0463	.0500
TOTAL METRO COUNTIES	772.8	831.7	7.6	294.5	10.1	13,401,655	83.9	27,252	45,506	6,096,126	61.3	14,136	20,700	.2937	.3164
TOTAL STATE	2,627.2	2,729.9	3.9	956.5	6.4	34,402,562	71.4	22,326	35,967	16,999,478	53.2	12,337	17,773	.8667	.8797
MISSOURI															
COLUMBIA	107.4	115.1	7.2	41.2	7.6	2,197,848	79.5	31,964	53,346	866,195	59.8	14,148	21,024	.0452	.0481
Boone	107.4	115.1	7.2	41.2	7.6	2,197,848	79.5	31,964	53,346	866,195	59.8	14,148	21,024	.0452	.0481
JOPLIN	132.9	137.9	3.8	50.9	2.2	1,915,276	63.2	23,562	37,628	1,156,925	47.8	15,717	22,729	.0521	.0510
Jasper	89.4	91.4	2.2	34.1	.3	1,290,753	60.4	23,675	37,852	876,388	45.8	17,676	25,701	.0370	.0357
Newton	43.5	46.5	6.9	16.8	6.3	624,523	69.5	23,319	37,174	280,537	54.4	11,502	16,699	.0151	.0153
KANSAS CITY	1,473.1	1,512.1	2.6	573.5	3.9	30,068,477	64.7	33,068	52,430	14,544,822	50.5	17,512	25,362	.7014	.6946
Cass	55.1	59.6	8.2	20.3	8.0	826,444	53.7	28,606	40,712	315,228	48.3	11,303	15,528	.0200	.0193
Clay	140.8	144.3	2.5	54.8	4.8	2,661,990	57.6	32,286	48,576	1,632,077	47.8	21,108	29,782	.0702	.0677
Jackson	623.5	616.2	−1.2	241.2	−.3	12,079,498	63.3	30,572	50,081	6,968,281	46.7	19,628	28,890	.3058	.2969
Lafayette	30.9	31.8	2.9	11.6	3.6	417,409	48.9	25,037	35,984	152,669	43.0	9,535	13,161	.0104	.0096
Platte	51.8	57.5	11.0	20.3	10.3	747,217	37.6	29,522	36,809	223,355	42.7	8,507	11,003	.0184	.0167
Ray	22.6	23.9	5.8	8.2	3.6	242,707	30.3	23,578	29,598	88,196	34.7	8,291	10,756	.0070	.0061
Johnson, Kans.	*298.5*	*329.3*	*10.3*	*126.3*	*13.0*	*8,860,337*	*78.6*	*44,368*	*70,153*	*3,672,134*	*63.3*	*20,108*	*29,075*	*.1733*	*.1859*
Leavenworth, Kans.	*58.1*	*60.9*	*4.8*	*19.8*	*8.2*	*988,806*	*63.4*	*33,063*	*49,940*	*296,126*	*53.0*	*10,580*	*14,956*	*.0211*	*.0211*
Miami, Kans.	*22.7*	*23.8*	*4.8*	*8.7*	*6.1*	*370,359*	*54.0*	*29,327*	*42,570*	*120,924*	*47.1*	*10,023*	*13,899*	*.0085*	*.0081*
Wyandotte, Kans.	*169.1*	*164.8*	*−2.5*	*62.3*	*−1.3*	*2,873,710*	*58.5*	*28,728*	*46,127*	*1,075,832*	*43.9*	*11,851*	*17,269*	*.0667*	*.0632*
ST. JOSEPH	86.8	85.7	−1.3	31.5	−1.9	1,408,254	61.2	27,215	44,706	795,992	44.6	17,144	25,270	.0370	.0355
Buchanan	86.8	85.7	−1.3	31.5	−1.9	1,408,254	61.2	27,215	44,706	795,992	44.6	17,144	25,270	.0370	.0355
ST. LOUIS	2,398.9	2,416.9	.8	884.0	2.0	44,368,682	61.9	31,639	50,191	21,073,704	47.4	16,506	23,839	1.0643	1.0339
Franklin	77.6	83.3	7.3	27.2	5.8	971,164	49.0	25,358	35,705	564,115	44.7	15,173	20,740	.0281	.0266
Jefferson	161.4	177.1	9.7	56.9	9.6	2,652,192	69.5	30,144	46,611	828,201	56.8	10,179	14,555	.0562	.0578
St. Charles	164.6	187.0	13.6	62.1	15.4	3,436,007	82.8	34,931	55,330	1,306,229	67.0	14,535	21,034	.0684	.0750
St. Louis	975.9	974.9	−.1	358.0	1.8	22,932,646	67.0	39,048	64,058	11,033,141	50.0	20,923	30,819	.5185	.5145
St. Louis city	431.4	408.7	−5.3	163.5	−4.5	6,201,177	55.3	23,320	37,928	3,452,787	40.1	14,400	21,118	.1707	.1579
Clinton, Ill.	*34.3*	*36.1*	*5.2*	*12.8*	*8.5*	*535,920*	*66.7*	*27,241*	*41,869*	*185,757*	*54.7*	*10,179*	*14,512*	*.0120*	*.0121*
Jersey, Ill.	*21.3*	*22.0*	*3.3*	*7.5*	*4.2*	*239,754*	*34.8*	*24,699*	*31,967*	*78,006*	*26.1*	*8,594*	*10,401*	*.0066*	*.0058*
Madison, Ill.	*246.9*	*245.6*	*−.5*	*93.8*	*1.8*	*3,226,370*	*35.9*	*25,769*	*34,396*	*1,747,781*	*35.8*	*13,973*	*18,633*	*.0966*	*.0841*
Monroe, Ill.	*21.1*	*22.0*	*4.3*	*8.0*	*6.7*	*247,782*	*30.0*	*25,406*	*30,973*	*94,317*	*36.6*	*9,205*	*11,790*	*.0071*	*.0062*
St. Clair, Ill.	*264.4*	*260.2*	*−1.6*	*94.2*	*.6*	*3,925,670*	*55.0*	*27,051*	*41,674*	*1,783,370*	*43.7*	*13,263*	*18,932*	*.1001*	*.0939*
SPRINGFIELD	222.6	238.2	7.0	90.1	7.9	3,905,090	74.0	26,878	43,342	2,200,605	57.4	16,743	24,424	.0947	.0984
Christian	25.8	29.4	14.0	10.2	13.3	372,185	72.3	23,999	36,489	145,663	60.7	10,070	14,281	.0085	.0091
Greene	196.8	208.8	6.1	79.9	7.2	3,532,905	74.2	27,225	44,217	2,054,942	57.2	17,549	25,719	.0862	.0893
TOTAL METRO COUNTIES	3,285.3	3,341.2	1.7	1,237.8	2.4	62,594,919	64.9	31,417	50,569	31,583,996	49.1	17,534	25,516	1.5027	1.4811
TOTAL STATE	5,046.6	5,173.6	2.5	1,891.9	2.7	83,775,230	61.7	28,118	44,281	42,343,303	48.1	15,519	22,381	2.0908	2.0393
MONTANA															
BILLINGS	120.1	133.1	10.8	53.4	12.6	2,360,973	81.0	27,754	44,213	1,364,299	51.6	19,141	25,549	.0561	.0593
Yellowstone	120.1	133.1	10.8	53.4	13.6	2,360,973	81.0	27,754	44,213	1,364,299	51.6	19,141	25,549	.0561	.0593
GREAT FALLS	80.2	79.2	−1.2	31.5	1.3	1,294,194	59.6	26,068	41,086	618,177	30.6	15,220	19,625	.0334	.0309
Cascade	80.2	79.2	−1.2	31.5	1.3	1,294,194	59.6	26,068	41,086	618,177	30.6	15,220	19,625	.0334	.0309
TOTAL METRO COUNTIES	200.3	212.3	6.0	84.9	8.7	3,655,167	72.8	27,083	43,053	1,982,476	44.4	17,580	23,351	.0895	.0902
TOTAL STATE	837.6	894.0	6.8	343.2	9.1	13,032,497	68.6	24,562	37,973	6,419,816	45.3	14,041	18,706	.3216	.3211

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
NEBRASKA															
LINCOLN	**205.3**	**216.1**	**5.3**	**85.5**	**8.1**	**4,957,278**	**81.9**	**34,454**	**57,980**	**1,604,109**	**53.6**	**13,199**	**18,762**	**.0943**	**.0996**
Lancaster	205.3	216.1	5.3	85.5	8.1	4,957,278	81.9	34,454	57,980	1,604,109	53.6	13,199	18,762	.0943	.0996
OMAHA	**608.7**	**632.7**	**3.9**	**241.5**	**6.4**	**13,840,035**	**79.4**	**33,990**	**57,309**	**5,701,479**	**57.8**	**15,914**	**23,609**	**.2842**	**.2997**
Douglas	410.2	423.2	3.2	166.8	5.7	9,854,012	79.2	34,855	59,077	4,337,349	58.3	17,361	26,003	.2046	.2153
Sarpy	95.6	105.9	10.8	34.8	13.7	2,140,404	89.7	36,873	61,506	488,721	65.6	9,646	14,044	.0367	.0411
Washington	16.0	16.5	3.1	6.2	6.9	252,367	51.6	28,711	40,704	61,350	30.1	8,129	9,895	.0056	.0052
Pottawattamie, Iowa	*86.9*	*87.1*	*.2*	*33.7*	*2.7*	*1,593,252*	*73.0*	*28,077*	*47,278*	*814,059*	*53.4*	*16,182*	*24,156*	*.0373*	*.0381*
TOTAL METRO COUNTIES	**745.0**	**781.0**	**4.8**	**300.2**	**7.3**	**17,465,657**	**80.2**	**34,647**	**58,180**	**6,576,859**	**57.1**	**14,966**	**21,908**	**.3474**	**.3670**
TOTAL STATE	**1,619.4**	**1,667.7**	**3.0**	**638.0**	**5.0**	**28,736,010**	**63.6**	**28,852**	**45,041**	**12,412,342**	**48.5**	**13,752**	**19,455**	**.6698**	**.6585**
NEVADA															
LAS VEGAS	**540.4**	**622.5**	**15.2**	**253.5**	**18.1**	**11,465,368**	**89.4**	**28,188**	**45,228**	**6,602,431**	**72.0**	**17,881**	**26,045**	**.2515**	**.2846**
Clark	540.4	622.5	15.2	253.5	18.1	11,465,368	89.4	28,188	45,228	6,602,431	72.0	17,881	26,045	.2515	.2846
RENO	**215.0**	**238.5**	**10.9**	**102.7**	**13.7**	**4,674,575**	**75.7**	**29,465**	**45,517**	**2,967,726**	**62.6**	**20,217**	**28,897**	**.1119**	**.1190**
Washoe	215.0	238.5	10.9	102.7	13.7	4,674,575	75.7	29,465	45,517	2,967,726	62.6	20,217	28,897	.1119	.1190
TOTAL METRO COUNTIES	**755.4**	**861.0**	**14.0**	**356.2**	**16.8**	**16,139,943**	**85.2**	**28,566**	**45,311**	**9,570,157**	**68.9**	**18,573**	**26,867**	**.3634**	**.4036**
TOTAL STATE	**920.4**	**1,048.9**	**14.0**	**431.2**	**16.7**	**19,255,507**	**84.7**	**28,225**	**44,656**	**11,198,696**	**68.2**	**18,018**	**25,971**	**.4335**	**.4799**

KOLN-TV/KGIN-TV consistently ranks in the top 10 in both early and late news

Most recently,* the KOLN-TV/KGIN-TV Early News ranked 9th in both ARB and NSI, and the Late News ranked 7th in Nielsen and 8th in ARB in the top 100 markets.

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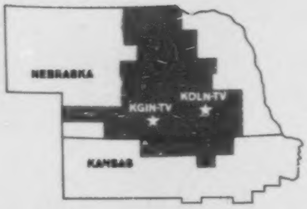
*Arbitron and Nielsen, May 1985



A Felzer Station

KOLN-TV/KGIN-TV

Channel 10 A CBS Affiliate Channel 11

LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1069 FT. TOWER

Harrington, Righter & Parsons National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**295.3**	**314.3**	**6.4**	**116.1**	**9.1**	**6,327,600**	**73.3**	**34,311**	**54,501**	**3,505,228**	**58.1**	**20,833**	**30,191**	**.1469**	**.1525**
Hillsborough	295.3	314.3	6.4	116.1	9.1	6,327,600	73.3	34,311	54,501	3,505,228	58.1	20,833	30,191	.1469	.1525
PORTSMOUTH - DOVER - ROCHESTER	**302.5**	**330.7**	**9.3**	**121.1**	**12.1**	**6,570,867**	**79.8**	**33,845**	**54,260**	**3,427,054**	**63.7**	**19,385**	**28,299**	**.1447**	**.1556**
Rockingham	212.6	235.8	10.9	86.8	13.3	4,936,497	82.8	35,400	56,872	2,678,506	65.8	21,172	30,858	.1075	.1175
Strafford	89.9	94.9	5.6	34.3	8.2	1,634,370	71.3	30,104	47,649	748,548	56.5	15,085	21,824	.0372	.0381
TOTAL METRO COUNTIES	**597.8**	**645.0**	**7.9**	**237.2**	**10.6**	**12,898,467**	**76.5**	**34,077**	**54,378**	**6,932,282**	**60.8**	**20,104**	**29,225**	**.2916**	**.3081**
TOTAL STATE	**982.4**	**1,045.5**	**6.4**	**389.4**	**9.1**	**19,111,076**	**71.2**	**31,283**	**49,078**	**10,780,437**	**57.2**	**19,215**	**27,685**	**.4579**	**.4716**
NEW JERSEY															
ATLANTIC CITY	**302.8**	**329.8**	**8.9**	**131.2**	**11.8**	**5,352,595**	**61.1**	**28,325**	**40,797**	**3,285,472**	**54.1**	**18,178**	**25,042**	**.1391**	**.1391**
Atlantic	207.9	221.8	6.7	86.0	9.4	3,572,332	57.4	28,881	41,539	2,161,433	51.1	18,203	25,133	.0945	.0925
Cape May	94.9	108.0	13.8	45.2	16.8	1,780,263	69.1	27,196	39,386	1,124,039	60.2	18,128	24,868	.0446	.0466
BERGEN - PASSAIC	**1,281.1**	**1,269.5**	**–.9**	**476.7**	**1.4**	**30,049,890**	**58.2**	**40,418**	**63,037**	**13,238,028**	**45.6**	**19,343**	**27,770**	**.6868**	**.6549**
Bergen	836.1	827.3	–1.1	315.8	1.3	22,023,746	59.1	44,385	69,740	9,452,618	45.9	20,766	29,932	.4888	.4679
Passaic	445.0	442.2	–.6	160.9	1.7	8,026,144	55.6	32,597	49,883	3,785,410	44.7	16,536	23,526	.1980	.1870
JERSEY CITY	**548.2**	**539.2**	**–1.6**	**211.2**	**.7**	**8,572,076**	**51.0**	**27,063**	**40,587**	**3,330,924**	**41.8**	**11,195**	**15,771**	**.2106**	**.1941**
Hudson	548.2	539.2	–1.6	211.2	.7	8,572,076	51.0	27,063	40,587	3,330,924	41.8	11,195	15,771	.2106	.1941
MIDDLESEX - SOMERSET - HUNTERDON	**920.0**	**954.8**	**3.8**	**340.5**	**6.4**	**21,423,802**	**63.7**	**40,875**	**62,919**	**8,767,547**	**50.9**	**18,147**	**25,749**	**.4656**	**.4606**
Hunterdon	97.7	108.2	10.7	37.0	13.6	2,523,320	77.2	43,027	67,110	860,231	55.4	16,727	22,878	.0486	.0513
Middlesex	611.2	627.0	2.6	224.1	5.1	13,506,813	62.0	39,099	60,271	5,581,489	50.1	17,443	24,906	.2992	.2932
Somerset	211.1	219.6	4.0	78.8	6.8	5,393,669	62.3	45,041	68,448	2,325,827	51.4	20,817	29,516	.1178	.1161
MONMOUTH - OCEAN	**932.2**	**1,018.5**	**9.3**	**389.3**	**12.1**	**22,523,753**	**77.6**	**36,533**	**57,857**	**8,935,282**	**62.0**	**15,885**	**22,952**	**.4520**	**.4811**
Monmouth	532.8	563.1	5.7	205.4	8.3	12,557,900	68.9	39,193	61,139	5,024,581	55.5	17,032	24,462	.2637	.2686
Ocean	399.4	455.4	14.0	183.9	16.8	9,965,853	89.8	33,329	54,192	3,910,701	71.2	14,502	21,265	.1883	.2125
NEWARK	**1,868.4**	**1,858.7**	**–.5**	**680.0**	**1.7**	**40,660,804**	**59.1**	**38,208**	**59,795**	**14,597,037**	**44.3**	**15,122**	**21,466**	**.8868**	**.8469**
Essex	820.8	789.5	–3.8	293.9	–1.6	14,749,715	51.4	32,609	50,186	5,856,248	40.4	13,966	19,926	.3544	.3250
Morris	421.9	437.1	3.6	152.6	6.1	11,693,076	68.0	48,397	76,626	4,245,500	53.5	19,228	27,821	.2344	.2365
Sussex	131.8	148.6	12.7	50.9	15.4	3,175,496	82.6	39,441	62,387	756,000	56.0	10,988	14,853	.0560	.0606
Union	493.9	483.5	–2.1	182.6	.2	11,042,517	55.1	39,047	60,474	3,739,289	38.8	14,776	20,478	.2420	.2248
TRENTON	**312.4**	**316.6**	**1.3**	**115.2**	**3.8**	**6,587,411**	**61.4**	**36,779**	**57,182**	**2,775,769**	**48.8**	**16,804**	**24,095**	**.1486**	**.1447**
Mercer	312.4	316.6	1.3	115.2	3.8	6,587,411	61.4	36,779	57,182	2,775,769	48.8	16,804	24,095	.1486	.1447
VINELAND - MILLVILLE - BRIDGETON	**137.6**	**142.3**	**3.4**	**50.2**	**6.1**	**2,125,352**	**59.4**	**28,191**	**42,338**	**1,038,677**	**48.6**	**14,780**	**20,691**	**.0536**	**.0521**
Cumberland	137.6	142.3	3.4	50.2	6.1	2,125,352	59.4	28,191	42,338	1,038,677	48.6	14,780	20,691	.0536	.0521
TOTAL METRO COUNTIES	**7,545.8**	**7,735.4**	**2.5**	**2,859.9**	**5.8**	**161,707,882**	**62.4**	**36,556**	**56,543**	**66,048,262**	**49.2**	**16,247**	**23,095**	**3.5902**	**3.5171**
TOTAL STATE	**7,545.8**	**7,735.4**	**2.5**	**2,859.9**	**5.8**	**161,707,882**	**62.4**	**36,556**	**56,543**	**66,048,262**	**49.2**	**16,247**	**23,095**	**3.5902**	**3.5171**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE **S&MM METRO AREA** County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NEW MEXICO															
ALBUQUERQUE	**465.1**	**513.7**	**10.4**	**199.2**	**13.1**	**8,226,406**	**70.8**	**27,354**	**41,297**	**4,245,855**	**57.6**	**15,302**	**21,315**	**.1948**	**.2021**
Bernalillo	465.1	513.7	10.4	199.2	13.1	8,226,406	70.8	27,354	41,297	4,245,855	57.6	15,302	21,315	.1948	.2021
LAS CRUCES	**110.9**	**127.2**	**14.7**	**44.4**	**17.8**	**1,537,001**	**75.4**	**23,250**	**34,617**	**836,015**	**65.3**	**13,413**	**18,829**	**.0380**	**.0407**
Dona Ana	110.9	127.2	14.7	44.4	17.8	1,537,001	75.4	23,250	34,617	836,015	65.3	13,413	18,829	.0380	.0407
SANTA FE	**102.5**	**113.1**	**10.3**	**43.5**	**13.0**	**2,250,966**	**83.1**	**31,936**	**51,745**	**1,017,343**	**64.4**	**16,066**	**23,387**	**.0468**	**.0509**
Los Alamos	18.6	19.7	5.9	7.4	7.2	590,034	80.9	47,269	79,734	87,117	48.9	8,481	11,773	.0092	.0098
Santa Fe	83.9	93.4	11.3	36.1	14.2	1,660,932	83.9	28,588	46,009	930,226	66.1	17,725	25,768	.0376	.0411
TOTAL METRO COUNTIES	**678.5**	**754.0**	**11.1**	**287.1**	**13.8**	**12,014,373**	**73.5**	**27,440**	**41,847**	**6,099,213**	**59.7**	**15,137**	**21,244**	**.2796**	**.2937**
TOTAL STATE	**1,451.1**	**1,607.4**	**10.8**	**582.1**	**13.2**	**22,545,680**	**72.4**	**25,418**	**38,732**	**11,868,080**	**57.4**	**14,661**	**20,388**	**.5508**	**.5732**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**863.5**	**894.1**	**3.5**	**338.1**	**5.8**	**15,449,656**	**59.1**	**30,378**	**45,696**	**6,820,555**	**46.6**	**14,555**	**20,173**	**.3685**	**.3563**
Albany	292.0	299.1	2.4	116.8	4.7	5,711,924	60.1	31,974	48,903	3,233,831	48.9	19,456	27,687	.1441	.1400
Greene	44.2	47.7	7.9	18.6	11.4	584,349	47.6	23,707	31,417	265,145	37.8	11,523	14,255	.0158	.0147
Montgomery	53.8	54.0	.4	20.4	1.0	808,115	53.8	26,011	39,613	336,998	43.3	11,639	16,520	.0202	.0189
Rensselaer	155.6	159.8	2.7	57.8	4.9	2,609,393	60.9	29,436	45,145	801,550	49.4	9,737	13,868	.0568	.0556
Saratoga	168.4	184.1	9.3	65.7	12.1	3,192,102	70.2	32,011	48,586	940,668	47.4	10,893	14,318	.0653	.0665
Schenectady	149.5	149.4	-.1	58.8	2.4	2,543,773	47.8	29,990	43,261	1,242,363	41.6	15,281	21,129	.0663	.0606
BINGHAMTON	**268.3**	**273.2**	**1.8**	**101.7**	**4.2**	**4,699,074**	**58.2**	**30,427**	**46,205**	**1,960,032**	**45.7**	**13,780**	**19,273**	**.1114**	**.1066**
Broome	215.4	217.0	.7	81.9	3.1	3,700,988	55.6	29,948	45,189	1,756,055	45.7	15,175	21,441	.0921	.0874
Tioga	52.9	56.2	6.2	19.8	8.8	998,086	68.7	32,515	50,408	203,977	45.7	7,695	10,302	.0193	.0192
BUFFALO	**990.2**	**962.5**	**-2.8**	**362.4**	**-.6**	**14,557,548**	**38.4**	**28,859**	**40,170**	**6,517,511**	**35.1**	**13,228**	**17,984**	**.3989**	**.3466**
Erie	990.2	962.5	-2.8	362.4	-.6	14,557,548	38.4	28,859	40,170	6,517,511	35.1	13,228	17,984	.3989	.3466
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,209.5***	***1,172.6***	***-3.1***	***440.6***	***-.9***	***17,733,901***	***38.0***	***28,908***	***40,249***	***7,735,874***	***34.5***	***12,940***	***17,558***	***.4839***	***.4192***
ELMIRA	**96.5**	**94.8**	**-1.8**	**34.6**	**.3**	**1,282,222**	**40.7**	**26,414**	**37,058**	**672,472**	**36.9**	**14,243**	**19,436**	**.0372**	**.0328**
Chemung	96.5	94.8	-1.8	34.6	.3	1,282,222	40.7	26,414	37,058	672,472	36.9	14,243	19,436	.0372	.0328
GLENS FALLS	**115.6**	**121.7**	**5.3**	**42.8**	**7.0**	**1,770,765**	**61.6**	**27,398**	**41,373**	**941,443**	**50.6**	**15,624**	**21,996**	**.0454**	**.0449**
Warren	58.2	61.9	6.4	22.3	7.2	891,124	58.1	27,099	39,961	671,979	49.8	21,565	30,134	.0262	.0257
Washington	57.4	59.8	4.2	20.5	6.8	879,641	65.3	27,722	42,909	269,464	52.8	9,187	13,145	.0192	.0192
NASSAU - SUFFOLK	**2,686.3**	**2,774.3**	**3.3**	**911.4**	**5.7**	**63,785,282**	**65.8**	**44,611**	**69,986**	**27,359,874**	**51.9**	**20,890**	**30,020**	**1.3887**	**1.3852**
Nassau	1,334.3	1,350.3	1.2	457.0	3.6	34,938,902	63.4	48,462	76,453	15,958,551	49.6	24,178	34,920	.7737	.7600
Suffolk	1,352.0	1,424.0	5.3	454.4	7.9	28,846,380	68.8	40,576	63,482	11,401,323	55.2	17,444	25,091	.6150	.6252
NEW YORK	**8,391.1**	**8,526.2**	**1.6**	**3,426.1**	**3.4**	**152,914,786**	**54.6**	**29,870**	**44,632**	**56,653,993**	**46.1**	**11,710**	**16,536**	**3.5216**	**3.3342**
Bronx	1,122.3	1,075.9	-4.1	408.5	-2.6	11,038,328	26.7	20,763	27,022	2,878,838	20.1	5,716	7,047	.3186	.2590
Kings	2,207.9	2,185.0	-1.0	855.3	1.3	30,222,439	48.7	24,069	35,335	9,008,970	41.2	7,554	10,533	.7274	.6656
New York (Manhattan)	1,480.7	1,540.4	4.0	787.1	5.8	38,435,154	61.9	31,908	48,831	22,317,803	50.5	19,929	28,354	.9280	.9132
Putnam	85.6	94.9	10.9	31.8	13.6	1,908,240	72.2	39,577	60,008	429,379	45.9	10,511	13,502	.0355	.0365
Queens	1,960.7	2,035.5	3.8	778.7	4.7	34,719,402	53.3	30,444	44,586	9,122,967	45.8	8,412	11,716	.7489	.7078
Richmond	389.8	430.5	10.4	145.8	12.8	8,508,007	75.6	37,480	58,354	2,007,437	58.3	9,809	13,768	.1561	.1645
Rockland	275.7	293.0	6.3	93.4	9.0	6,498,056	69.4	44,750	69,572	2,047,932	56.3	15,292	21,926	.1280	.1307
Westchester	868.4	871.0	.3	325.5	2.6	21,585,160	57.4	43,254	66,314	8,840,667	46.2	19,073	27,160	.4791	.4569
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***17,721.3***	***18,064.0***	***1.9***	***6,834.5***	***4.0***	***366,552,314***	***59.5***	***34,977***	***53,632***	***143,860,790***	***48.3***	***14,763***	***21,049***	***8.1933***	***7.9235***
NIAGARA FALLS	**219.3**	**210.1**	**-4.2**	**78.2**	**-2.0**	**3,176,353**	**36.6**	**29,132**	**40,618**	**1,218,363**	**31.2**	**11,639**	**15,580**	**.0850**	**.0726**
Niagara	219.3	210.1	-4.2	78.2	-2.0	3,176,353	36.6	29,132	40,618	1,218,363	31.2	11,639	15,580	.0850	.0726
ORANGE COUNTY	**278.9**	**299.0**	**7.2**	**99.2**	**8.7**	**4,797,176**	**63.6**	**32,124**	**48,359**	**2,255,092**	**53.3**	**16,107**	**22,733**	**.1143**	**.1144**
Orange	278.9	299.0	7.2	99.2	8.7	4,797,176	63.6	32,124	48,359	2,255,092	53.3	16,107	22,733	.1143	.1144
POUGHKEEPSIE	**262.0**	**279.1**	**6.5**	**97.0**	**9.5**	**5,317,545**	**67.5**	**35,840**	**54,820**	**2,015,234**	**54.9**	**14,683**	**20,776**	**.1137**	**.1153**
Dutchess	262.0	279.1	6.5	97.0	9.5	5,317,545	67.5	35,840	54,820	2,015,234	54.9	14,683	20,776	.1137	.1153
ROCHESTER	**998.2**	**1,027.5**	**2.9**	**381.9**	**5.3**	**18,128,936**	**51.6**	**32,969**	**47,470**	**7,470,813**	**43.4**	**14,359**	**19,562**	**.4364**	**.4079**
Livingston	59.8	62.5	4.5	20.9	7.2	983,649	63.3	30,883	47,065	310,398	44.9	10,984	14,852	.0215	.0213
Monroe	713.3	726.1	1.8	276.9	4.3	13,416,410	49.2	33,866	48,452	5,908,166	43.6	15,492	21,337	.3297	.3050
Ontario	95.1	102.0	7.3	36.0	9.1	1,518,455	53.4	29,990	42,179	755,478	47.6	15,509	20,986	.0391	.0373
Orleans	40.5	42.3	4.4	15.0	7.1	612,894	51.1	28,981	40,860	146,887	30.0	8,069	9,792	.0139	.0128
Wayne	89.5	94.6	5.7	33.1	7.8	1,597,528	64.9	31,555	48,264	349,884	36.7	8,335	10,571	.0322	.0315
SYRACUSE	**659.3**	**676.7**	**2.6**	**245.7**	**5.8**	**12,048,882**	**61.3**	**31,913**	**49,039**	**4,837,350**	**46.7**	**14,086**	**19,688**	**.2765**	**.2689**
Madison	68.7	72.2	5.1	24.3	9.0	959,698	54.0	27,937	39,494	306,614	37.1	10,028	12,618	.0230	.0217
Onondaga	466.8	470.0	.7	175.7	3.0	8,403,999	55.6	31,671	47,832	3,856,679	45.7	15,528	21,950	.2051	.1948
Oswego	123.8	134.5	8.6	45.7	10.7	2,685,185	85.5	35,058	58,757	674,057	58.1	10,324	14,750	.0484	.0524
UTICA - ROME	**322.6**	**325.3**	**.8**	**117.7**	**2.9**	**4,738,446**	**52.2**	**27,206**	**40,259**	**2,144,889**	**43.8**	**13,037**	**18,223**	**.1222**	**.1141**
Herkimer	68.3	70.1	2.6	25.1	3.3	1,017,444	59.1	26,311	40,536	359,312	47.4	10,029	14,315	.0239	.0230
Oneida	254.3	255.2	.4	92.6	2.8	3,721,002	50.5	27,447	40,184	1,785,577	43.1	13,848	19,283	.0983	.0911
TOTAL METRO COUNTIES	**16,151.8**	**16,464.5**	**1.9**	**6,236.8**	**3.9**	**302,666,671**	**56.3**	**32,255**	**48,529**	**130,867,621**	**46.6**	**13,736**	**19,380**	**7.0198**	**6.6996**
TOTAL STATE	**17,915.5**	**18,202.5**	**2.2**	**6,890.0**	**4.1**	**328,108,252**	**56.2**	**31,743**	**47,621**	**131,131,706**	**46.5**	**13,927**	**19,032**	**7.6501**	**7.2885**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
NORTH CAROLINA															
ASHEVILLE	**166.7**	**172.9**	**3.7**	**68.8**	**6.2**	**2,632,463**	**66.6**	**24,385**	**38,263**	**1,705,130**	**52.9**	**17,206**	**24,784**	**.0705**	**.0706**
Buncombe	166.7	172.9	3.7	68.8	6.2	2,632,463	66.6	24,385	38,263	1,705,130	52.9	17,206	24,784	.0705	.0706
BURLINGTON	**99.5**	**99.8**	**.3**	**38.4**	**2.7**	**1,520,208**	**58.6**	**25,628**	**39,589**	**1,040,471**	**46.8**	**18,957**	**27,096**	**.0434**	**.0416**
Alamance	99.5	99.8	.3	38.4	2.7	1,520,208	58.6	25,628	39,589	1,040,471	46.8	18,957	27,096	.0434	.0416
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**1,094.5**	**6.1**	**408.7**	**8.5**	**18,378,707**	**72.8**	**28,241**	**44,969**	**9,605,803**	**57.0**	**16,245**	**23,503**	**.4348**	**.4489**
Cabarrus	91.5	97.3	6.3	36.0	8.4	1,701,477	82.5	28,077	47,263	812,147	61.8	15,115	22,560	.0375	.0401
Gaston	167.5	172.2	2.8	62.4	5.1	2,875,380	75.2	27,624	46,080	1,295,059	56.1	13,970	20,754	.0652	.0670
Lincoln	46.8	51.6	10.3	19.0	13.1	850,207	88.5	26,849	44,748	255,752	67.9	9,065	13,461	.0163	.0180
Mecklenburg	429.6	456.3	6.2	177.5	8.8	8,057,885	66.7	29,620	45,397	4,983,649	54.9	19,720	28,077	.2043	.2067
Rowan	102.1	105.0	2.8	40.2	5.2	1,735,683	73.7	26,157	43,176	867,519	55.5	14,605	21,580	.0409	.0421
Union	77.4	84.9	9.7	28.7	11.7	1,074,765	61.6	25,884	37,448	477,166	54.6	12,008	16,626	.0265	.0265
York, S. C.	*116.7*	*127.2*	*9.0*	*44.9*	*12.0*	*2,083,310*	*87.1*	*27,762*	*46,399*	*914,511*	*66.5*	*13,697*	*20,368*	*.0441*	*.0485*
FAYETTEVILLE	**263.4**	**280.3**	**6.4**	**90.9**	**9.7**	**4,090,541**	**81.2**	**27,237**	**45,000**	**2,020,332**	**62.1**	**15,035**	**22,226**	**.0947**	**.1011**
Cumberland	263.4	280.3	6.4	90.9	9.7	4,090,541	81.2	27,237	45,000	2,020,332	62.1	15,035	22,226	.0947	.1011
GREENSBORO - WINSTON-SALEM - HIGH POINT	**891.6**	**931.8**	**4.5**	**357.3**	**7.0**	**15,808,223**	**71.0**	**27,686**	**44,244**	**7,902,804**	**55.0**	**15,266**	**22,118**	**3722**	**.3800**
Davidson	119.9	127.1	6.0	47.3	8.5	1,941,398	73.8	25,626	41,044	704,087	57.9	10,229	14,886	.0419	.0436
Davie	26.6	28.6	7.5	10.7	10.3	468,343	79.8	26,847	43,770	114,780	62.0	7,305	10,727	.0091	.0095
Forsyth	254.4	265.7	4.4	105.0	7.0	5,055,249	76.3	29,221	48,145	2,817,936	58.0	18,180	26,837	.1184	.1234
Guilford	326.5	335.2	2.7	129.0	5.2	5,876,469	66.1	28,860	45,554	3,467,234	52.0	18,604	26,878	.1487	.1485
Randolph	97.8	103.9	6.2	39.3	8.6	1,361,066	58.0	23,802	34,633	524,306	50.7	9,609	13,341	.0330	.0322
Stokes	36.6	40.3	10.1	14.3	11.7	630,591	88.0	26,198	44,097	114,289	66.7	5,355	7,992	.0112	.0124
Yadkin	29.8	31.0	4.0	11.7	6.4	475,107	77.5	24,332	40,607	160,172	58.0	9,213	13,690	.0099	.0104
HICKORY	**214.7**	**226.6**	**5.5**	**84.1**	**7.8**	**3,520,065**	**73.2**	**26,059**	**41,856**	**1,712,161**	**57.2**	**13,965**	**20,359**	**.0825**	**.0853**
Alexander	27.2	29.5	8.5	10.5	10.5	418,775	77.8	24,797	39,883	105,267	61.2	6,875	10,025	.0084	.0089
Burke	76.4	80.2	5.0	29.7	7.2	1,151,582	69.7	24,498	38,774	377,766	55.1	8,792	12,719	.0251	.0256
Catawba	111.1	116.9	5.2	43.9	7.6	1,949,708	74.3	27,412	44,412	1,229,128	57.5	19,128	27,998	.0490	.0508
JACKSONVILLE	**120.9**	**130.3**	**7.8**	**38.2**	**12.0**	**1,217,674**	**45.6**	**24,524**	**31,876**	**774,759**	**47.6**	**15,394**	**20,282**	**.0385**	**.0365**
Onslow	120.9	130.3	7.8	38.2	12.0	1,217,674	45.6	24,524	31,876	774,759	47.6	15,394	20,282	.0385	.0365
RALEIGH - DURHAM	**617.0**	**675.7**	**9.5**	**258.3**	**12.6**	**12,434,280**	**82.1**	**29,772**	**48,139**	**4,052,068**	**65.1**	**15,985**	**23,430**	**.2690**	**.2918**
Durham	159.7	167.1	4.6	65.2	7.4	3,264,333	81.2	29,683	50,066	1,588,309	60.5	16,305	24,361	.0713	.0758
Franklin	31.9	33.9	6.3	12.0	9.1	400,319	70.5	21,344	33,360	116,620	56.8	6,760	9,718	.0088	.0092
Orange	83.8	90.9	8.5	34.7	11.9	1,406,963	68.1	27,000	40,546	615,394	57.8	12,581	17,735	.0323	.0330
Wake	341.6	383.8	12.4	146.4	15.6	7,362,665	86.2	31,225	50,291	1,731,745	68.8	17,467	25,490	.1566	.1738
WILMINGTON	**111.5**	**120.2**	**7.8**	**46.5**	**10.5**	**1,620,312**	**57.7**	**24,398**	**34,845**	**1,233,614**	**52.0**	**19,278**	**26,529**	**.0482**	**.0475**
New Hanover	111.5	120.2	7.8	46.5	10.5	1,620,312	57.7	24,398	34,845	1,233.614	52.0	19,278	26,529	.0482	.0475
TOTAL METRO COUNTIES	**3,400.2**	**3,604.9**	**6.0**	**1,346.3**	**8.7**	**59,139,163**	**72.5**	**27,672**	**43,927**	**31,132,631**	**57.0**	**16,003**	**23,125**	**1.4097**	**1.4548**
TOTAL STATE	**6,215.9**	**6,557.0**	**5.5**	**2,421.4**	**8.1**	**96,579,431**	**70.1**	**25,343**	**39,886**	**49,809,459**	**55.6**	**14,289**	**20,571**	**2.3644**	**2.4134**
NORTH DAKOTA															
BISMARCK	**90.1**	**100.6**	**11.7**	**35.1**	**11.1**	**1,740,521**	**64.0**	**33,589**	**49,587**	**896,779**	**55.4**	**18,268**	**25,549**	**.0415**	**.0421**
Burleigh	62.0	69.5	12.1	24.5	11.4	1,407,857	72.3	37,148	57,464	726,865	59.3	20,743	29,668	.0317	.0331
Morton	28.1	31.1	10.7	10.6	10.4	332,664	36.2	25,435	31,383	169,914	40.5	12,595	16,030	.0098	.0090
FARGO - MOORHEAD	**145.9**	**154.5**	**5.9**	**57.2**	**7.7**	**2,677,206**	**60.5**	**31,416**	**46,804**	**1,458,942**	**49.8**	**18,336**	**25,506**	**.0670**	**.0660**
Cass	96.6	105.3	9.0	39.7	10.3	2,041,614	67.2	33,924	51,426	1,131,039	53.3	20,494	28,490	.0489	.0495
Clay, Minn.	*49.3*	*49.2*	*–.2*	*17.5*	*2.3*	*635,592*	*42.2*	*26,135*	*36,320*	*327,903*	*39.0*	*13,792*	*18,737*	*.0181*	*.0165*
GRAND FORKS	**70.0**	**73.7**	**5.3**	**24.9**	**6.4**	**1,707,122**	**79.7**	**40,596**	**68,559**	**713,126**	**59.1**	**19,156**	**28,640**	**.0347**	**.0368**
Grand Forks	70.0	73.7	5.3	24.9	6.4	1,707,122	79.7	40,596	68,559	713,126	59.1	19,156	28,640	.0347	.0368
TOTAL METRO COUNTIES	**256.7**	**279.6**	**8.9**	**99.7**	**9.6**	**5,489,257**	**69.8**	**35,523**	**55,058**	**2,740,944**	**55.4**	**19,377**	**27,492**	**.1251**	**.1284**
TOTAL STATE	**692.4**	**730.5**	**5.5**	**258.3**	**6.2**	**12,801,859**	**64.7**	**31,957**	**49,562**	**6,098,881**	**52.1**	**16,482**	**23,612**	**.3017**	**.3012**

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
OHIO															
AKRON	**649.6**	**635.8**	**-2.1**	**241.2**	**.1**	**10,670,413**	**55.1**	**28,548**	**44,239**	**4,810,164**	**42.6**	**13,998**	**19,943**	**.2659**	**.2489**
Portage	139.4	142.7	2.4	49.9	4.8	2,443,857	71.0	30,021	48,975	798,539	54.0	10,895	16,003	.0514	.0522
Summit	510.2	493.1	–3.4	191.3	–1.1	8,226,556	50.9	28,186	43,003	4,011,625	40.5	14,761	20,970	.2145	.1967
CANTON	**407.7**	**409.2**	**.4**	**151.3**	**2.7**	**6,401,522**	**57.6**	**27,571**	**42,310**	**3,018,637**	**45.8**	**14,053**	**19,951**	**.1610**	**.1539**
Carroll	27.3	29.1	6.6	10.4	10.6	395,349	70.2	24,709	38,014	119,535	51.7	8,381	11,494	.0087	.0089
Stark	380.4	380.1	–.1	140.9	2.2	6,006,173	56.9	27,766	42,627	2,899,102	45.6	14,439	20,576	.1523	.1450
CINCINNATI	**1,403.5**	**1,404.4**	**.1**	**529.8**	**2.1**	**26,139,201**	**68.1**	**29,970**	**49,338**	**11,813,277**	**51.2**	**15,058**	**22,298**	**.6007**	**.5983**
Clermont	137.8	147.4	7.0	51.8	9.5	2,144,439	61.1	28,134	41,398	905,065	52.9	12,517	17,472	.0512	.0507
Hamilton	853.5	830.3	–2.7	327.1	–.5	16,553,766	66.5	30,243	50,608	7,880,943	48.0	16,192	24,093	.3878	.3802
Warren	104.7	110.0	5.1	37.8	7.7	2,131,186	82.7	33,227	56,381	584,383	58.8	10,482	15,460	.0399	.0427
Dearborn, Ind.	*37.0*	*39.8*	*7.6*	*13.6*	*7.9*	*595,925*	*74.9*	*27,046*	*43,818*	*210,618*	*58.0*	*10,580*	*15,487*	*.0128*	*.0134*
Boone, Ky.	*50.8*	*56.0*	*10.2*	*19.3*	*12.9*	*870,197*	*69.1*	*30,093*	*45,088*	*786,972*	*76.0*	*26,147*	*40,776*	*.0247*	*.0266*
Campbell, Ky.	*81.2*	*81.2*	*.0*	*29.0*	*2.1*	*1,449,796*	*73.2*	*29,479*	*49,993*	*501,743*	*53.0*	*11,548*	*17,301*	*.0307*	*.0312*
Kenton, Ky.	*138.5*	*139.7*	*.9*	*51.2*	*3.0*	*2,393,892*	*68.5*	*28,586*	*46,756*	*943,553*	*51.5*	*12,530*	*18,429*	*.0536*	*.0535*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,675.4***	***1,688.9***	***.8***	***632.7***	***2.9***	***30,681,530***	***67.4***	***29,806***	***48,493***	***13,460,772***	***51.3***	***14,467***	***21,275***	***.7034***	***.6992***
CLEVELAND	**1,859.1**	**1,814.2**	**–2.4**	**703.9**	**–.4**	**32,436,747**	**54.4**	**29,718**	**46,081**	**15,135,663**	**41.5**	**15,128**	**21,503**	**.8111**	**.7553**
Cuyahoga	1,439.6	1,375.6	–4.4	551.3	–2.3	24,499,254	51.0	28,744	44,439	12,050,223	39.7	15,286	21,858	.6350	.5803
Geauga	78.1	81.9	4.9	27.0	7.6	1,514,170	64.6	36,649	56,080	377,046	47.5	10,183	13,965	.0303	.0300
Lake	218.0	222.8	2.2	80.9	4.5	4,124,088	62.6	32,772	50,978	1,999,345	49.9	17,232	24,714	.0984	.0966
Medina	123.4	133.9	8.5	44.7	11.2	2,299,235	72.3	33,194	51,437	709,049	47.7	11,939	15,862	.0474	.0484
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,783.1***	***2,722.2***	***–2.2***	***1,041.8***	***–.1***	***47,695,819***	***55.1***	***29,481***	***45,782***	***21,647,661***	***42.0***	***14,609***	***20,779***	***1.1828***	***1.1056***
COLUMBUS	**1,281.2**	**1,316.6**	**2.8**	**508.5**	**5.1**	**23,496,573**	**69.9**	**28,573**	**46,208**	**11,664,176**	**52.3**	**15,010**	**21,758**	**.5438**	**.5490**
Delaware	58.9	64.6	9.7	22.5	12.5	1,220,064	89.2	32,241	54,225	322,559	62.4	9,934	14,336	.0221	.0244
Fairfield	100.7	107.6	6.9	38.1	9.2	1,582,121	64.8	27,513	41,525	545,035	50.0	10,413	14,305	.0355	.0355
Franklin	886.0	902.4	1.9	361.6	4.3	16,940,030	70.1	28,733	46,847	8,900,946	53.2	16,763	24,615	.4022	.4061
Licking	125.0	128.9	3.1	48.1	5.5	2,235,100	72.3	28,446	46,468	737,608	47.6	10,957	15,335	.0472	.0476

RALEIGH
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NEWSPAPER SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	1989	1984	1989
OH (cont.)															
Madison	34.4	35.5	3.2	12.0	5.3	388,444	42.5	23,906	32,370	182,504	41.3	11,330	15,209	.0111	.0101
Pickaway	44.7	44.5	−.4	14.9	2.1	644,077	62.6	27,138	43,227	258,115	48.1	11,937	17,323	.0154	.0152
Union	31.5	33.1	5.1	11.3	5.6	486,737	65.6	27,463	43,074	117,409	36.4	8,043	10,390	.0103	.0101
DAYTON - SPRINGFIELD	**926.9**	**906.9**	**−2.2**	**351.9**	**.1**	**16,725,188**	**63.3**	**29,138**	**47,528**	**7,178,560**	**46.1**	**13,973**	**20,399**	**.3961**	**.3778**
Clark	145.7	140.7	−3.4	53.7	−.9	2,421,691	63.1	27,394	45,097	917,405	42.8	11,850	17,084	.0552	.0536
Greene	130.1	128.9	−.9	45.7	1.1	2,611,827	72.0	33,600	57,152	826,417	51.7	12,051	18,084	.0529	.0535
Miami	91.0	90.9	−.1	34.1	2.4	1,594,294	67.6	28,572	46,753	613,264	48.6	12,397	17,984	.0357	.0353
Montgomery	560.1	546.4	−2.4	218.4	−.2	10,097,376	60.5	28,735	46,233	4,821,474	45.5	15,135	22,076	.2457	.2354
HAMILTON - MIDDLETOWN	**271.9**	**284.5**	**4.6**	**102.9**	**7.3**	**4,542,329**	**63.7**	**28,931**	**44,143**	**1,647,495**	**52.4**	**11,270**	**16,011**	**.1017**	**.1009**
Butler	271.9	284.5	4.6	102.9	7.3	4,542,329	63.7	28,931	44,143	1,647,495	52.4	11,270	16,011	.1017	.1009
LIMA	**157.9**	**158.7**	**.5**	**58.0**	**3.0**	**2,356,102**	**57.5**	**26,570**	**40,622**	**1,238,503**	**45.2**	**15,152**	**21,354**	**.0620**	**.0592**
Allen	113.9	113.4	−.4	41.7	2.2	1,748,363	58.7	26,994	41,927	989,925	46.5	16,564	23,739	.0465	.0446
Auglaize	44.0	45.3	3.0	16.3	5.2	607,739	54.0	25,452	37,285	248,578	40.2	11,435	15,250	.0155	.0146
LORAIN - ELYRIA	**274.4**	**272.2**	**−.8**	**96.7**	**1.6**	**4,588,659**	**60.2**	**30,082**	**47,453**	**1,701,834**	**45.3**	**12,306**	**17,599**	**.1058**	**.1014**
Lorain	274.4	272.2	−.8	96.7	1.6	4,588,659	60.2	30,082	47,453	1,701,834	45.3	12,306	17,599	.1058	.1014
MANSFIELD	**130.2**	**128.4**	**−1.4**	**48.6**	**1.0**	**2,039,243**	**59.1**	**26,645**	**41,960**	**1,047,149**	**45.8**	**14,931**	**21,546**	**.0524**	**.0500**
Richland	130.2	128.4	−1.4	48.6	1.0	2,039,243	59.1	26,645	41,960	1,047,149	45.8	14,931	21,546	.0524	.0500
PARKERSBURG - MARIETTA	**159.0**	**159.7**	**.4**	**60.2**	**2.7**	**2,493,646**	**67.1**	**25,460**	**41,423**	**1,259,597**	**48.6**	**14,468**	**20,924**	**.0619**	**.0611**
Washington	66.[illegible]	67.9	2.7	24.7	5.1	956,213	62.1	25,100	38,713	457,183	50.1	12,960	18,509	.0240	.0236
Wood, W. Va.	*92.9*	*91.8*	*−1.2*	*35.5*	*1.1*	*1,537,433*	*70.4*	*25,701*	*43,308*	*802,414*	*47.7*	*15,477*	*22,603*	*.0379*	*.0375*
STEUBENVILLE - WEIRTON	**156.4**	**153.2**	**−2.0**	**57.7**	**.8**	**2,065,912**	**41.4**	**25,330**	**35,804**	**820,117**	**31.3**	**10,826**	**14,213**	**.0557**	**.0490**
Jefferson	87.5	86.9	−.5	33.0	1.5	1,179,505	43.2	25,336	35,743	476,976	29.0	11,373	14,454	.0318	.0280
Brooke, W. Va.	*29.8*	*28.4*	*−4.7*	*10.2*	*−3.8*	*363,044*	*38.5*	*24,727*	*35,593*	*124,271*	*32.9*	*8,821*	*12,183*	*.0096*	*.0085*
Hancock, W. Va.	*39.3*	*37.9*	*−3.6*	*14.5*	*−.7*	*523,363*	*39.2*	*25,753*	*36,094*	*218,870*	*35.5*	*11,067*	*15,094*	*.0143*	*.0125*
TOLEDO	**618.4**	**618.3**	**.0**	**233.9**	**2.1**	**10,575,392**	**61.1**	**28,659**	**45,213**	**5,739,193**	**47.1**	**17,036**	**24,537**	**.2694**	**.2607**
Fulton	39.5	41.3	4.6	14.5	6.6	720,385	77.6	29,823	49,682	280,775	58.3	13,043	19,364	.0152	.0160
Lucas	464.5	455.8	−1.9	177.1	.3	7,857,189	57.3	28,276	44,366	4,487,145	44.4	17,590	25,337	.2078	.1968
Wood	114.4	121.2	5.9	42.3	9.0	1,997,818	71.7	29,995	47,230	971,273	57.3	15,913	22,962	.0464	.0479
YOUNGSTOWN - WARREN	**518.5**	**502.4**	**−3.1**	**189.1**	**−.8**	**8,520,457**	**56.8**	**28,499**	**45,058**	**3,602,134**	**41.9**	**13,313**	**19,049**	**.2079**	**.1949**
Mahoning	278.2	265.1	−4.7	100.4	−2.5	3,523,798	38.0	24,785	35,098	1,881,437	33.6	13,672	18,739	.1055	.0912
Trumbull	240.3	237.3	−1.2	88.7	1.1	4,996,659	73.4	32,861	56,332	1,720,697	52.2	12,890	19,399	.1024	.1037
TOTAL METRO COUNTIES	**8,492.8**	**8,438.9**	**−.6**	**3,217.2**	**1.5**	**147,479,251**	**60.9**	**28,922**	**45,841**	**67,365,907**	**46.0**	**14,567**	**20,939**	**3.5584**	**3.4278**
TOTAL STATE	**10,813.8**	**10,796.4**	**−.2**	**4,077.3**	**2.0**	**181,226,477**	**61.0**	**28,163**	**44,448**	**79,971,138**	**45.5**	**13,755**	**19,614**	**4.3635**	**4.2022**
OKLAHOMA															
ENID	**66.1**	**69.7**	**5.4**	**27.5**	**7.8**	**1,215,904**	**63.3**	**29,191**	**44,215**	**566,071**	**39.4**	**15,926**	**20,584**	**.0295**	**.0284**
Garfield	66.1	69.7	5.4	27.5	7.8	1,215,904	63.3	29,191	44,215	566,071	39.4	15,926	20,584	.0295	.0284
LAWTON	**116.9**	**121.6**	**4.0**	**39.8**	**6.7**	**1,933,048**	**70.7**	**30,358**	**48,569**	**896,352**	**55.2**	**15,484**	**22,521**	**.0450**	**.0460**
Comanche	116.9	121.6	4.0	39.8	6.7	1,933,048	70.7	30,358	48,569	896,352	55.2	15,484	22,521	.0450	.0460
OKLAHOMA CITY	**971.8**	**1,093.6**	**12.5**	**423.6**	**14.6**	**19,832,201**	**76.3**	**30,423**	**46,818**	**11,426,089**	**61.8**	**19,193**	**26,974**	**.4642**	**.4936**
Canadian	72.9	90.8	24.6	31.0	27.0	1,598,005	94.6	33,663	51,549	532,461	62.2	14,715	18,789	.0303	.0348
Cleveland	160.2	190.4	18.9	69.7	22.5	3,275,486	85.4	31,054	46,994	1,805,581	73.3	18,309	25,905	.0719	.0810
Logan	31.7	36.9	16.4	12.5	13.6	530,654	76.9	27,266	42,452	144,739	52.5	8,631	11,579	.0107	.0113
McClain	25.1	30.3	20.7	10.4	20.9	428,869	85.6	26,369	41,237	162,536	62.0	11,668	15,628	.0089	.0099
Oklahoma	617.9	671.7	8.7	273.0	11.2	12,885,301	71.5	30,614	47,199	8,227,076	58.[illegible]	21,104	30,136	.3175	.3300
Pottawatomie	64.0	73.5	14.8	27.0	15.4	1,113,886	81.0	26,304	41,255	503,696	57.1	13,705	18,655	.0249	.0266
TULSA	**738.4**	**822.7**	**11.4**	**318.0**	**13.2**	**14,053,623**	**68.7**	**29,645**	**44,194**	**6,147,992**	**45.6**	**15,030**	**19,333**	**.3213**	**.3238**
Creek	71.8	81.5	13.5	28.7	13.4	1,210,907	75.9	27,215	42,192	393,944	49.2	10,434	13,726	.0254	.0267
Osage	44.8	50.7	13.2	18.3	12.3	661,081	59.1	25,496	36,125	99,924	36.6	4,488	5,460	.0135	.0133
Rogers	57.2	69.1	20.8	23.8	22.7	1,065,259	84.9	29,695	44,759	246,359	54.3	8,228	10,351	.0197	.0216
Tulsa	509.7	552.5	8.4	224.4	11.1	10,069,243	64.8	30,265	44,872	5,292,736	44.8	18,104	23,586	.2460	.2427
Wagoner	54.9	68.9	25.5	22.8	26.0	1,047,133	94.1	29,804	45,927	114,929	60.4	3,959	5,041	.0167	.0195
TOTAL METRO COUNTIES	**1,928.3**	**2,147.6**	**11.4**	**822.3**	**13.4**	**37,360,683**	**72.4**	**29,888**	**45,459**	**19,153,387**	**54.6**	**17,081**	**23,292**	**.8694**	[illegible]
TOTAL STATE	**3,348.6**	**3,692.6**	**10.3**	**1,403.8**	**11.8**	**58,098,636**	**69.7**	**27,270**	**41,387**	**28,302,771**	**52.0**	**14,839**	**20,162**	**1.3761**	**1.4063**
OREGON															
EUGENE - SPRINGFIELD	**269.1**	**261.7**	**−2.7**	**103.7**	**−.5**	**4,024,081**	**58.8**	**24,317**	**38,805**	**1,928,735**	**42.8**	**12,960**	**18,599**	**.1028**	**.0973**
Lane	269.1	261.7	−2.7	103.7	−.5	4,024,081	58.8	24,317	38,805	1,928,735	42.8	12,960	18,599	.1028	.0973
MEDFORD	**137.5**	**143.9**	**4.7**	**54.1**	**4.8**	**1,930,285**	**62.4**	**23,035**	**35,680**	**1,068,967**	**47.7**	**14,025**	**19,759**	**.0513**	**.0505**
Jackson	137.5	143.9	4.7	54.1	4.8	1,930,285	62.4	23,035	35,680	1,068,967	47.7	14,025	19,759	.0513	.0505
PORTLAND	**1,140.6**	**1,174.8**	**3.0**	**462.5**	**3.9**	**23,116,708**	**77.9**	**29,204**	**49,982**	**10,912,488**	**56.2**	**15,700**	**23,595**	**.5094**	**.5207**
Clackamas	251.9	261.8	3.9	93.3	4.9	4,933,646	77.2	31,323	52,879	1,783,317	56.9	12,787	19,114	.1014	.1058
Multnomah	560.9	557.4	−.6	233.6	.0	10,528,563	70.4	26,446	45,071	5,728,501	50.1	16,326	24,523	.2552	.2551
Washington	268.6	292.6	8.9	113.5	11.5	6,724,761	92.0	34,413	59,249	3,022,017	68.4	17,632	26,626	.1320	.1480
Yamhill	59.2	63.0	6.4	22.1	7.3	929,738	76.2	25,615	42,070	378,653	58.1	11,625	17,134	.0208	.0218
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,348.8***	***1,399.3***	***3.7***	***547.5***	***4.9***	***26,881,462***	***76.9***	***29,110***	***49,099***	***12,180,492***	***56.4***	***14,920***	***22,247***	***.5883***	***.6119***

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total Households (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
OR (cont.)															
SALEM	**255.6**	**261.0**	**2.1**	**95.9**	**2.6**	**3,451,218**	**56.4**	**23,604**	**35,988**	**1,586,653**	**41.8**	**11,970**	**16,545**	**.0903**	**.0855**
Marion	209.3	213.9	2.2	78.5	2.5	2,802,746	55.5	23,533	35,704	1,459,949	42.2	13,405	18,598	.0763	.0722
Polk	46.3	47.1	1.7	17.4	3.0	648,472	60.4	23,926	37,269	126,704	37.2	5,465	7,282	.0140	.0133
TOTAL METRO COUNTIES	**1,802.8**	**1,841.4**	**2.1**	**716.2**	**3.2**	**32,522,392**	**71.8**	**27,258**	**45,410**	**15,496,843**	**52.2**	**14,662**	**21,638**	**.7538**	**.7640**
TOTAL STATE	**2,693.3**	**2,750.9**	**2.1**	**1,054.9**	**3.0**	**44,642,434**	**68.4**	**25,879**	**42,319**	**21,431,232**	**50.2**	**13,925**	**20,316**	**1.0708**	**1.0690**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**654.6**	**674.4**	**3.0**	**261.3**	**5.5**	**12,180,927**	**63.7**	**30,033**	**46,617**	**5,293,352**	**49.0**	**14,344**	**20,258**	**.2816**	**.2774**
Carbon	54.4	55.6	2.2	22.1	4.7	797,241	55.2	24,351	36,074	222,783	33.1	7,935	10,081	.0185	.0172
Lehigh	279.1	285.9	2.4	113.5	4.9	5,964,573	73.5	31,777	52,551	3,091,524	55.1	18,416	27,238	.1362	.1399
Northampton	231.9	238.5	2.8	90.8	5.3	3,612,006	50.1	27,911	39,780	1,239,181	36.0	10,572	13,647	.0873	.0804
Warren, N. J.	*89.2*	*94.4*	*5.8*	*34.9*	*8.4*	*1,807,107*	*67.1*	*33,577*	*51,780*	*739,864*	*53.6*	*14,961*	*21,200*	*.0396*	*.0399*
ALTOONA	**136.4**	**135.5**	**-.7**	**51.9**	**2.0**	**1,788,444**	**49.1**	**23,563**	**34,459**	**1,002,329**	**41.9**	**13,877**	**19,313**	**.0511**	**.0472**
Blair	136.4	135.5	-.7	51.9	2.0	1,788,444	49.	23,563	34,459	1,002,329	41.9	13,877	19,313	.0511	.0472
BEAVER COUNTY	**201.5**	**197.4**	**-2.0**	**73.7**	**.1**	**3,376,265**	**52.5**	**30,088**	**45,811**	**1,052,893**	**30.7**	**10,943**	**14,286**	**.0784**	**.0714**
Beaver	201.5	197.4	-2.0	73.7	.1	3,376,265	52.5	30,088	45,811	1,052,893	30.7	10,943	14,286	.0784	.0714
ERIE	**285.6**	**290.7**	**1.8**	**107.4**	**4.4**	**4,818,363**	**65.7**	**28,258**	**44,864**	**2,066,525**	**50.7**	**13,330**	**19,241**	**.1121**	**.1111**
Erie	285.6	290.7	1.8	107.4	4.4	4,818,363	65.7	28,258	44,864	2,066,525	50.7	13,330	19,241	.1121	.1111
HARRISBURG - LEBANON - CARLISLE	**575.6**	**597.0**	**3.7**	**232.3**	**6.3**	**11,219,177**	**70.4**	**30,115**	**48,296**	**5,524,741**	**54.6**	**16,345**	**23,783**	**.2587**	**.2632**
Cumberland	187.9	197.6	5.2	75.3	7.9	3,965,012	74.6	32,534	52,656	2,256,761	57.8	20,486	29,970	.0928	.0967
Dauphin	236.8	241.7	2.1	98.3	4.5	5,081,633	76.1	30,674	51,695	2,223,415	56.0	15,145	22,619	.1089	.1127
Lebanon	112.1	115.7	3.2	43.2	6.1	1,643,729	51.1	26,732	38,049	882,735	45.8	14,873	20,434	.0445	.0418
Perry	38.8	42.0	8.2	15.5	10.7	528,803	56.5	24,137	34,116	161,830	43.6	8,048	10,441	.0125	.0120
JOHNSTOWN	**263.9**	**252.6**	**-.5**	**97.3**	**1.6**	**2,893,480**	**33.1**	**22,668**	**29,738**	**1,185,402**	**19.3**	**10,374**	**12,183**	**.0874**	**.0730**
Cambria	180.4	176.8	-2.0	65.3	.0	1,948,901	30.0	22,952	29,845	832,114	16.4	10,951	12,743	.0609	.0496
Somerset	83.5	85.8	2.8	32.0	4.9	944,579	40.0	22,125	29,518	353,288	26.8	9,138	11,040	.0265	.0234
LANCASTER	**382.8**	**404.4**	**5.6**	**148.0**	**8.3**	**6,786,236**	**67.4**	**29,663**	**45,853**	**3,204,478**	**54.8**	**15,143**	**21,652**	**.1587**	**.1605**
Lancaster	382.8	404.4	5.6	148.0	8.3	6,786,236	67.4	29,663	45,853	3,204,478	54.8	15,143	21,652	.1587	.1605
PHILADELPHIA	**4,770.0**	**4,824.0**	**1.1**	**1,791.5**	**3.3**	**90,161,962**	**64.0**	**31,706**	**50,328**	**39,194,119**	**49.7**	**15,697**	**21,878**	**2.0728**	**2.0376**
Bucks	511.3	545.4	6.7	192.8	9.2	10,076,116	66.6	34,267	52,262	5,000,806	55.2	18,260	25,936	.2347	.2376
Chester	336.7	358.4	6.4	128.8	9.2	7,707,402	74.0	37,536	59,840	2,463,692	58.5	13,175	19,128	.1503	.1564
Delaware	549.9	545.1	-.9	202.8	1.5	10,426,095	58.5	32,921	51,411	4,817,296	45.9	16,530	23,754	.2502	.2389
Montgomery	659.8	677.0	2.6	253.4	5.1	15,786,178	67.7	39,041	62,297	7,779,099	52.7	21,134	30,699	.3560	.3574
Philadelphia	1,625.9	1,557.1	-4.2	608.8	-2.1	25,113,493	60.9	25,096	41,251	10,129,699	44.3	11,285	16,639	.6018	.5726
Burlington, N. J.	*387.7*	*413.1*	*6.6*	*141.0*	*9.4*	*7,922,164*	*65.3*	*37,172*	*56,186*	*2,979,904*	*49.8*	*15,435*	*21,134*	*.1715*	*.1712*
Camden, N. J.	*484.4*	*498.2*	*2.8*	*183.8*	*5.3*	*9,079,683*	*59.9*	*32,550*	*49,400*	*4,178,186*	*49.2*	*16,043*	*22,732*	*.2157*	*.2096*
Gloucester, N. J.	*214.3*	*229.7*	*7.2*	*80.1*	*9.7*	*4,050,831*	*66.9*	*33,244*	*50,572*	*1,845,737*	*55.0*	*16,310*	*23,043*	*.0926*	*.0939*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,755.6***	***5,831.7***	***1.3***	***2,154.9***	***3.5***	***109,692,726***	***64.2***	***32,102***	***50,904***	***47,811,420***	***49.8***	***15,334***	***22,187***	***2.5180***	***2.4783***
PITTSBURGH	**2,175.0**	**2,127.1**	**-2.2**	**838.7**	**-.1**	**36,342,479**	**50.5**	**28,759**	**43,332**	**15,197,371**	**36.3**	**13,285**	**18,120**	**.9891**	**.8270**
Allegheny	1,397.4	1,342.2	-4.0	540.8	-1.8	24,567,332	49.6	29,814	45,428	10,839,828	38.3	14,233	20,044	.6172	.5599
Fayette	162.7	165.9	2.0	62.8	4.3	1,879,470	42.5	21,909	29,928	807,117	24.5	10,768	12,852	.0542	.0477
Washington	219.2	221.2	.9	83.9	3.1	3,534,098	54.9	28,020	42,123	1,146,105	31.0	10,751	13,660	.0830	.0765
Westmoreland	395.7	397.8	.5	151.2	2.8	6,361,579	54.3	28,026	42,074	2,404,321	34.3	12,171	15,902	.1547	.1429
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,376.5***	***2,324.5***	***-2.2***	***912.4***	***-.1***	***39,718,744***	***50.7***	***28,867***	***43,532***	***16,250,264***	***35.9***	***13,097***	***17,810***	***.9675***	***.8984***
READING	**321.8**	**331.5**	**3.0**	**130.0**	**5.5**	**5,677,365**	**61.4**	**28,543**	**43,672**	**2,844,720**	**50.1**	**15,382**	**21,882**	**.1391**	**.1362**
Berks	321.8	331.5	3.0	130.0	5.5	5,677,365	61.4	28,543	43,672	2,844,720	50.1	15,382	21,882	.1391	.1362
SCRANTON - WILKES-BARRE	**737.1**	**746.0**	**1.2**	**288.4**	**3.6**	**11,428,113**	**64.0**	**25,037**	**39,626**	**5,264,109**	**48.1**	**12,775**	**18,253**	**.2791**	**.2734**
Columbia	63.9	65.9	3.1	24.6	6.0	1,063,174	78.5	25,676	43,218	375,629	50.9	10,729	15,269	.0226	.0235
Lackawanna	224.8	221.6	-1.4	85.5	.9	3,424,099	60.3	25,216	40,048	1,675,193	46.3	13,521	19,593	.0868	.0833
Luzerne	342.0	340.5	-.4	133.3	1.9	5,187,112	61.7	24,532	38,913	2,391,531	47.6	12,388	17,941	.1285	.1243
Monroe	77.9	87.2	11.9	34.1	14.8	1,383,566	74.8	26,653	40,574	674,713	53.4	14,808	19,786	.0320	.0334
Wyoming	28.5	30.8	8.1	10.9	10.1	370,162	57.0	23,821	33,960	147,043	45.5	10,209	13,490	.0092	.0089
SHARON	**128.7**	**128.4**	**-.2**	**47.8**	**2.1**	**1,726,481**	**42.7**	**25,859**	**36,119**	**692,446**	**26.7**	**11,681**	**14,486**	**.0470**	**.0409**
Mercer	128.7	128.4	-.2	47.8	2.1	1,726,481	42.7	25,859	36,119	692,446	26.7	11,681	14,486	.0470	.0409
STATE COLLEGE	**116.0**	**119.2**	**2.8**	**41.1**	**5.7**	**1,707,105**	**63.3**	**26,873**	**41,535**	**788,668**	**43.8**	**14,102**	**19,189**	**.0427**	**.0414**
Centre	116.0	119.2	2.8	41.1	5.7	1,707,105	63.3	26,873	41,535	788,668	43.8	14,102	19,189	.0427	.0414
WILLIAMSPORT	**119.9**	**120.2**	**.3**	**45.1**	**2.3**	**1,713,160**	**55.5**	**24,988**	**37,986**	**829,643**	**41.8**	**13,271**	**18,396**	**.0451**	**.0423**
Lycoming	119.9	120.2	.3	45.1	2.3	1,713,160	55.5	24,988	37,986	829,643	41.8	13,271	18,396	.0451	.0423
YORK	**397.6**	**413.9**	**4.1**	**157.0**	**6.6**	**6,943,262**	**63.8**	**28,780**	**44,225**	**2,663,631**	**47.5**	**12,259**	**16,966**	**.1574**	**.1550**
Adams	70.5	72.4	2.7	26.0	5.3	1,043,074	57.8	26,758	40,118	314,167	46.5	8,680	12,083	.0237	.0228
York	327.1	341.5	4.4	131.0	6.9	5,900,188	64.9	29,187	45,040	2,349,464	47.6	12,980	17,935	.1337	.1322
TOTAL METRO COUNTIES	**10,090.9**	**10,136.9**	**.5**	**3,871.7**	**2.7**	**175,903,034**	**60.2**	**29,127**	**45,433**	**77,060,736**	**45.7**	**14,027**	**19,904**	**4.2009**	**4.0430**
TOTAL STATE	**11,965.4**	**12,059.4**	**.8**	**4,588.2**	**3.1**	**201,820,506**	**59.5**	**28,415**	**43,987**	**87,611,983**	**44.9**	**13,586**	**19,095**	**4.8585**	**4.6606**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**878.7**	**892.7**	**1.6**	**327.9**	**3.0**	**15,669,711**	**63.6**	**30,074**	**47,788**	**6,927,118**	**49.8**	**14,524**	**21,126**	**.3668**	**.3601**
Bristol	46.6	46.2	–.9	15.4	.0	783,702	52.3	33,409	50,890	233,455	41.9	10,679	15,159	.0177	.0164
Kent	159.8	166.1	3.9	59.5	4.9	3,140,184	67.5	33,069	52,776	1,643,348	52.4	19,013	27,619	.0749	.0750
Providence	572.8	574.2	.2	215.8	1.6	9,838,045	61.9	28,627	45,589	4,104,031	47.5	13,106	19,018	.2304	.2234
Washington	99.5	106.2	6.7	37.2	9.4	1,907,780	72.1	32,602	51,284	946,284	57.8	17,638	25,438	.0438	.0453
TOTAL METRO COUNTIES	**878.7**	**892.7**	**1.6**	**327.9**	**3.0**	**15,669,711**	**63.6**	**30,074**	**47,788**	**6,927,118**	**49.8**	**14,524**	**21,126**	**.3668**	**.3601**
TOTAL STATE	**963.0**	**978.3**	**1.6**	**358.3**	**3.0**	**17,337,709**	**64.0**	**30,391**	**48,389**	**7,684,119**	**50.0**	**14,734**	**21,446**	**.4046**	**.3982**
SOUTH CAROLINA															
ANDERSON	**144.2**	**154.5**	**7.1**	**58.3**	**9.8**	**2,163,922**	**71.1**	**23,823**	**37,117**	**980,949**	**54.2**	**11,983**	**16,826**	**.0514**	**.0525**
Anderson	144.2	154.5	7.1	58.3	9.8	2,163,922	71.1	23,823	37,117	980,949	54.2	11,983	16,826	.0514	.0525
CHARLESTON	**484.0**	**535.6**	**10.7**	**183.7**	**13.4**	**7,191,609**	**73.4**	**25,605**	**39,149**	**3,666,203**	**55.9**	**14,515**	**19,958**	**.1755**	**.1829**
Berkeley	118.3	144.1	21.8	48.2	24.5	1,755,016	87.7	24,163	36,411	393,732	73.8	5,855	8,169	.0332	.0381
Charleston	292.6	302.7	3.5	105.2	6.3	4,371,590	66.9	26,455	41,555	2,882,502	53.1	19,012	27,400	.1191	.1193
Dorchester	73.1	88.8	21.5	30.3	24.7	1,065,003	79.3	24,442	35,149	389,969	60.7	9,988	12,870	.0232	.0255
CHARLOTTE - GASTONIA - ROCK HILL	**1,031.6**	**1,094.5**	**6.1**	**408.7**	**8.5**	**18,378,707**	**72.8**	**28,241**	**44,969**	**9,605,803**	**57.0**	**16,245**	**23,503**	**.4348**	**.4489**
York	116.7	127.2	9.0	44.9	12.0	2,083,310	87.1	27,762	46,399	914,511	66.5	13,697	20,368	.0441	.0485
Cabarrus, N. C.	*91.5*	*97.3*	*6.3*	*36.0*	*8.4*	*1,701,477*	*82.5*	*28,077*	*47,263*	*812,147*	*61.8*	*15,115*	*22,560*	*.0375*	*.0401*
Gaston, N. C.	*167.5*	*172.2*	*2.8*	*62.4*	*5.1*	*2,875,380*	*75.2*	*27,624*	*46,080*	*1,295,059*	*56.1*	*13,970*	*20,754*	*.0652*	*.0670*
Lincoln, N. C.	*46.8*	*51.6*	*10.3*	*19.0*	*13.1*	*850,207*	*88.5*	*26,849*	*44,748*	*255,752*	*67.9*	*9,065*	*13,461*	*.0163*	*.0180*
Mecklenburg, N. C.	*429.6*	*456.3*	*6.2*	*177.5*	*8.8*	*8,057,885*	*66.7*	*29,620*	*45,397*	*4,983,649*	*54.9*	*19,720*	*28,077*	*.2043*	*.2067*
Rowan, N. C.	*102.1*	*105.0*	*2.8*	*40.2*	*5.2*	*1,735,683*	*73.7*	*26,157*	*43,176*	*867,519*	*55.5*	*14,605*	*21,580*	*.0409*	*.0421*
Union, N. C.	*77.4*	*84.9*	*9.7*	*28.7*	*11.7*	*1,074,765*	*61.6*	*25,884*	*37,448*	*477,166*	*54.6*	*12,008*	*16,626*	*.0265*	*.0265*
COLUMBIA	**4[illegible].3**	**471.7**	**7.1**	**169.9**	**10.2**	**8,289,227**	**82.6**	**29,432**	**48,789**	**3,635,869**	**62.2**	**14,537**	**21,400**	**.1769**	**.1901**
Lexington	160.2	181.6	13.4	67.2	16.1	3,058,068	87.2	28,219	45,507	1,043,981	69.5	10,639	15,535	.0593	.0662
Richland	280.1	290.1	3.6	102.7	6.6	5,231,159	80.1	30,162	50,936	2,591,888	59.4	16,881	25,237	.1176	.1239
FLORENCE	**117.2**	**123.9**	**5.7**	**43.6**	**8.2**	**1,413,254**	**59.3**	**22,010**	**32,414**	**935,338**	**51.1**	**15,363**	**21,453**	**.0413**	**.0407**
Florence	117.2	123.9	5.7	43.6	8.2	1,413,254	59.3	22,010	32,414	935,338	51.1	15,363	21,453	.0413	.0407
GREENVILLE - SPARTANBURG	**605.0**	**640.9**	**5.9**	**241.1**	**8.5**	**8,896,355**	**63.7**	**24,469**	**36,899**	**4,743,203**	**52.2**	**14,036**	**19,673**	**.2283**	**.2275**
Greenville	305.4	323.5	5.9	123.8	8.6	4,089,352	51.9	23,609	33,032	2,634,781	48.0	15,616	21,283	.1191	.1139
Pickens	86.1	92.8	7.8	33.0	10.7	1,490,979	86.5	26,833	45,181	525,800	63.5	10,793	15,933	.0301	.0328
Spartanburg	213.5	224.6	5.2	84.3	7.7	3,316,024	70.6	24,820	39,336	1,582,622	55.9	12,969	18,774	.0791	.0808
TOTAL METRO COUNTIES	**2,020.0**	**2,173.6**	**7.6**	**786.9**	**10.3**	**31,966,646**	**73.1**	**25,860**	**40,624**	**15,599,812**	**56.5**	**13,969**	**19,824**	**.7585**	**.7854**
TOTAL STATE	**3,353.4**	**3,582.9**	**6.8**	**1,284.1**	**9.6**	**48,983,045**	**71.6**	**24,260**	**38,146**	**24,259,383**	**56.7**	**13,212**	**18,892**	**1.1936**	**1.2292**
SOUTH DAKOTA															
RAPID CITY	**75.3**	**80.7**	**7.2**	**31.1**	**10.3**	**1,526,539**	**76.1**	**30,738**	**49,085**	**904,259**	**60.3**	**20,010**	**29,076**	**.0361**	**.0381**
Pennington	75.3	80.7	7.2	31.1	10.3	1,526,539	76.1	30,738	49,085	904,259	60.3	20,010	29,076	.0361	.0381
SIOUX FALLS	**119.6**	**129.3**	**8.1**	**51.2**	**11.1**	**2,738,891**	**79.7**	**33,060**	**53,494**	**1,298,473**	**57.5**	**17,882**	**25,361**	**.0588**	**.0621**
Minnehaha	119.6	129.3	8.1	51.2	11.1	2,738,891	79.7	33,060	53,494	1,298,473	57.5	17,882	25,361	.0588	.0621
TOTAL METRO COUNTIES	**194.9**	**210.0**	**7.7**	**82.3**	**10.8**	**4,265,430**	**78.4**	**32,179**	**51,828**	**2,202,732**	**58.6**	**18,690**	**26,765**	**.0949**	**.1002**
TOTAL STATE	**713.7**	**737.6**	**3.3**	**275.8**	**5.4**	**11,455,799**	**64.1**	**26,687**	**41,537**	**5,373,074**	**50.4**	**13,655**	**19,482**	**.2781**	**.2749**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total House-holds (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
TENNESSEE															
CHATTANOOGA	**433.6**	**440.1**	**1.5**	**164.8**	**3.8**	**6,467,168**	**60.6**	**25,363**	**39,243**	**3,495,194**	**48.4**	**14,828**	**21,209**	**.1691**	**.1641**
Hamilton	289.9	291.5	.6	111.9	2.9	4,643,381	61.2	26,503	41,496	2,701,627	48.1	16,779	24,143	.1225	.1188
Marion	25.3	26.1	3.2	9.5	5.6	213,415	61.1	21,622	32,991	128,943	50.0	9,554	13,573	.0080	.0078
Sequatchie	9.1	9.5	4.4	3.6	12.5	110,807	76.6	19,604	30,780	47,551	62.1	9,167	13,209	.0025	.0027
Catoosa, Ga.	*39.8*	*42.9*	*7.8*	*15.2*	*10.1*	*555,856*	*64.9*	*24,426*	*36,569*	*294,970*	*55.0*	*13,787*	*19,406*	*.0143*	*.0145*
Dade, Ga.	*12.8*	*13.3*	*3.9*	*4.2*	*2.4*	*126,547*	*46.4*	*21,083*	*30,130*	*50,047*	*37.2*	*8,894*	*11,916*	*.0037*	*.0034*
Walker, Ga.	*56.7*	*56.8*	*.2*	*20.4*	*2.0*	*717,162*	*53.9*	*23,299*	*35,155*	*272,056*	*44.1*	*9,439*	*13,336*	*.0181*	*.0169*
CLARKSVILLE - HOPKINSVILLE	**155.5**	**161.6**	**3.9**	**53.6**	**6.8**	**2,277,090**	**74.1**	**26,050**	**42,483**	**1,099,752**	**56.8**	**13,971**	**20,518**	**.0546**	**.0565**
Montgomery	87.6	92.4	5.5	32.1	8.4	1,287,165	73.1	25,127	40,099	663,752	57.5	14,235	20,678	.0314	.0326
Christian, Ky.	*67.9*	*69.2*	*1.9*	*21.5*	*4.4*	*989,925*	*75.5*	*27,376*	*46,043*	*436,000*	*55.7*	*13,593*	*20,279*	*.0232*	*.0239*
JACKSON	**76.3**	**78.0**	**2.2**	**29.6**	**5.0**	**1,189,280**	**72.2**	**24,497**	**40,178**	**823,045**	**54.6**	**18,879**	**27,806**	**.0321**	**.0326**
Madison	76.3	78.0	2.2	29.6	5.0	1,189,280	72.2	24,497	40,178	823,045	54.6	18,879	27,806	.0321	.0326
JOHNSON CITY - KINGSPORT - BRISTOL	**446.7**	**459.1**	**2.8**	**170.6**	**4.4**	**6,545,593**	**66.2**	**24,101**	**38,368**	**3,261,096**	**51.4**	**13,186**	**19,115**	**.1639**	**.1630**
Carter	51.3	51.6	.6	19.8	2.6	683,398	69.3	20,909	34,515	199,608	50.9	6,852	10,081	.0153	.0152
Hawkins	46.2	48.9	5.8	17.9	8.5	720,294	85.1	23,837	40,240	193,531	62.2	7,233	10,812	.0143	.0153
Sullivan	147.5	150.9	2.3	58.5	4.5	2,362,182	66.0	25,416	40,379	1,401,021	51.4	16,524	23,949	.0614	.0611
Unicoi	16.7	17.1	2.4	6.5	4.8	248,220	76.5	22,688	38,188	57,231	54.6	5,969	8,805	.0050	.0052
Washington	92.6	96.5	4.2	35.8	7.2	1,331,939	63.2	24,440	37,205	807,814	52.1	15,901	22,565	.0359	.0355
Bristol city, Va.	*18.3*	*17.5*	*−4.4*	*7.1*	*−1.4*	*243,376*	*47.8*	*22,868*	*34,278*	*289,536*	*48.1*	*27,146*	*40,780*	*.0094*	*.0086*
Scott, Va.	*24.9*	*24.6*	*−1.2*	*8.2*	*−3.5*	*338,683*	*63.2*	*24,416*	*41,303*	*137,355*	*44.4*	*11,194*	*16,751*	*.0082*	*.0080*
Washington, Va.	*49.2*	*52.0*	*5.7*	*16.8*	*3.1*	*617,501*	*58.8*	*23,855*	*36,756*	*175,000*	*47.1*	*7,297*	*10,417*	*.0144*	*.0141*
KNOXVILLE	**591.3**	**618.1**	**4.5**	**239.6**	**7.0**	**9,965,680**	**72.5**	**25,787**	**41,593**	**5,948,072**	**55.8**	**17,041**	**24,825**	**.2505**	**.2567**
Anderson	69.8	72.3	3.6	27.9	5.7	1,394,742	78.1	29,658	49,991	610,790	57.8	14,658	21,892	.0300	.0314
Blount	82.5	87.3	5.8	33.0	8.2	1,344,259	73.1	25,465	40,735	761,375	57.4	15,864	23,072	.0333	.0343
Grainger	17.3	17.8	2.9	6.5	6.6	165,422	54.8	17,523	25,450	30,508	46.5	3,413	4,694	.0041	.0038
Jefferson	34.1	36.9	8.2	13.2	10.0	545,800	86.1	24,434	41,348	138,043	61.6	7,119	10,458	.0105	.0115
Knox	327.3	335.9	2.6	133.5	5.1	5,740,409	70.7	26,477	42,999	3,865,233	54.0	19,757	28,953	.1508	.1528
Sevier	47.7	54.4	14.0	20.4	17.2	656,729	74.6	21,612	32,193	515,548	64.6	17,998	25,272	.0187	.0200
Union	12.6	13.5	7.1	5.1	10.9	118,319	52.1	16,912	23,200	26,575	49.7	3,859	5,211	.0031	.0029
MEMPHIS	**927.2**	**937.7**	**1.1**	**337.1**	**3.5**	**14,983,921**	**69.0**	**27,221**	**44,449**	**8,345,370**	**51.3**	**16,927**	**24,756**	**.3774**	**.3775**
Shelby	783.7	787.1	.4	286.8	2.8	13,104,987	69.2	27,769	45,694	7,446,005	51.7	17,598	25,962	.3295	.3297
Tipton	34.6	36.3	4.9	12.4	7.8	426,401	66.2	22,309	34,387	149,388	51.6	8,568	12,047	.0102	.0102
Crittenden, Ark.	*48.8*	*47.9*	*−1.8*	*16.0*	*.0*	*497,060*	*46.4*	*21,214*	*31,066*	*472,571*	*39.3*	*21,208*	*29,536*	*.0185*	*.0168*
De Soto, Miss.	*60.1*	*66.4*	*10.5*	*21.9*	*12.9*	*955,473*	*81.0*	*27,216*	*43,629*	*277,406*	*64.4*	*8,700*	*12,667*	*.0192*	*.0208*
NASHVILLE	**899.8**	**951.4**	**5.7**	**352.9**	**7.4**	**17,434,288**	**77.2**	**29,930**	**49,375**	**8,193,549**	**56.5**	**15,940**	**23,218**	**.3875**	**.4047**
Cheatham	25.6	29.8	16.4	9.9	17.9	347,671	68.3	24,597	35,118	93,482	62.2	6,863	9,443	.0075	.0078
Davidson	480.5	482.5	.4	191.6	2.7	9,620,987	71.4	30,104	50,214	5,617,433	52.6	19,736	29,319	.2345	.2367
Dickson	32.8	35.8	9.1	13.2	12.8	557,717	87.1	25,482	42,251	231,329	67.1	11,833	17,525	.0117	.0130
Robertson	39.5	42.1	6.6	14.5	7.4	617,440	77.8	25,726	42,582	202,682	58.9	9,447	13,978	.0130	.0137
Rutherford	94.5	105.5	11.6	36.8	13.9	1,934,731	93.1	31,021	52,574	721,282	70.6	13,086	19,600	.0371	.0420
Sumner	95.4	105.7	10.8	36.1	12.5	1,791,619	86.0	30,012	49,629	553,059	66.3	10,359	15,320	.0344	.0378
Williamson	68.2	79.0	15.8	26.1	17.0	1,404,809	80.8	34,840	53,824	428,251	59.2	12,061	16,408	.0271	.0293
Wilson	63.3	71.0	12.2	24.7	13.8	1,149,314	84.3	28,730	46,531	346,031	66.6	9,573	14,009	.0222	.0244
TOTAL METRO COUNTIES	**3,151.9**	**3,255.4**	**3.3**	**1,216.9**	**5.5**	**53,811,437**	**71.6**	**27,198**	**44,220**	**28,761,137**	**53.8**	**16,217**	**23,635**	**1.3061**	**1.3281**
TOTAL STATE	**4,759.9**	**4,925.9**	**3.5**	**1,826.7**	**5.6**	**74,974,595**	**70.6**	**25,416**	**41,044**	**37,772,143**	**53.7**	**14,211**	**20,678**	**1.8211**	**1.8467**
TEXAS															
ABILENE	**120.7**	**131.7**	**9.1**	**46.7**	**10.4**	**2,005,890**	**67.5**	**28,305**	**42,953**	**1,581,363**	**56.4**	**23,899**	**33,862**	**.0567**	**.0581**
Taylor	120.7	131.7	9.1	46.7	10.4	2,005,890	67.5	28,305	42,953	1,581,363	56.4	23,899	33,862	.0567	.0581
AMARILLO	**193.3**	**214.5**	**11.0**	**81.3**	**12.3**	**3,702,164**	**70.2**	**30,037**	**45,537**	**2,052,430**	**53.0**	**18,527**	**25,245**	**.0895**	**.0917**
Potter	105.8	113.7	7.5	43.6	7.7	1,487,659	51.9	24,189	34,121	1,470,925	53.4	23,671	33,737	.0501	.0489
Randall	87.5	100.8	15.2	37.7	18.2	2,214,505	85.3	37,462	58,740	581,505	51.9	11,997	15,425	.0394	.0428
AUSTIN	**657.0**	**790.7**	**20.4**	**302.4**	**23.0**	**15,044,930**	**95.6**	**31,287**	**49,752**	**7,091,169**	**71.4**	**16,834**	**23,450**	**.3002**	**.3474**
Hays	49.7	58.9	18.5	18.9	21.9	884,359	97.3	28,925	46,791	348,218	71.8	13,079	18,424	.0176	.0204
Travis	503.8	598.4	18.8	240.6	22.3	11,989,652	94.9	31,280	49,832	6,070,065	70.7	18,081	25,229	.2440	.2806
Williamson	103.5	133.4	28.9	42.9	27.7	2,170,919	99.3	32,420	50,604	672,886	77.7	11,267	15,685	.0386	.0464
BEAUMONT - PORT ARTHUR	**397.4**	**419.8**	**5.6**	**148.0**	**5.9**	**7,218,560**	**64.0**	**31,482**	**48,774**	**3,441,570**	**47.3**	**16,716**	**23,254**	**.1728**	**.1703**
Hardin	46.6	52.8	13.3	17.2	11.0	723,539	62.2	28,777	42,066	237,575	37.3	11,164	13,813	.0166	.0162
Jefferson	258.8	266.5	3.0	96.5	3.4	4,746,442	61.2	31,554	49,186	2,477,094	45.1	18,294	25,669	.1183	.1145
Orange	92.0	100.5	9.2	34.3	10.6	1,748,579	72.9	32,616	50,979	726,901	59.1	14,741	21,192	.0379	.0396
BRAZORIA	**203.1**	**240.2**	**18.3**	**77.5**	**18.9**	**4,525,803**	**85.3**	**37,461**	**58,397**	**1,388,741**	**56.9**	**13,578**	**17,919**	**.0849**	**.0932**
Brazoria	203.1	240.2	18.3	77.5	18.9	4,525,803	85.3	37,461	58,397	1,388,741	56.9	13,578	17,919	.0849	.0932
BROWNSVILLE - HARLINGEN	**241.5**	**275.8**	**14.2**	**77.4**	**14.2**	**2,658,789**	**72.2**	**22,773**	**34,351**	**1,944,658**	**61.3**	**17,784**	**25,125**	**.0781**	**.0828**
Cameron	241.5	275.8	14.2	77.4	14.2	2,658,789	72.2	22,773	34,351	1,944,658	61.3	17,784	25,125	.0781	.0828
BRYAN - COLLEGE STATION	**111.3**	**131.1**	**17.8**	**48.2**	**21.1**	**2,423,421**	**102.6**	**30,052**	**50,278**	**1,282,574**	**80.2**	**17,885**	**26,609**	**.0491**	**.0584**
Brazos	111.3	131.1	17.8	48.2	21.1	2,423,421	102.6	30,052	50,278	1,282,574	80.2	17,885	26,609	.0491	.0584
CORPUS CHRISTI	**358.0**	**392.4**	**9.6**	**127.5**	**10.3**	**5,589,920**	**66.1**	**29,104**	**43,843**	**3,280,094**	**53.3**	**18,507**	**25,726**	**.1449**	**.1466**
Nueces	293.3	320.2	9.2	105.2	9.8	4,729,909	67.6	29,466	44,961	2,878,667	53.9	19,523	27,364	.1228	.1247
San Patricio	64.7	72.2	11.6	22.3	12.6	860,011	58.8	27,353	38,566	401,427	49.2	13,588	18,001	.0221	.0219

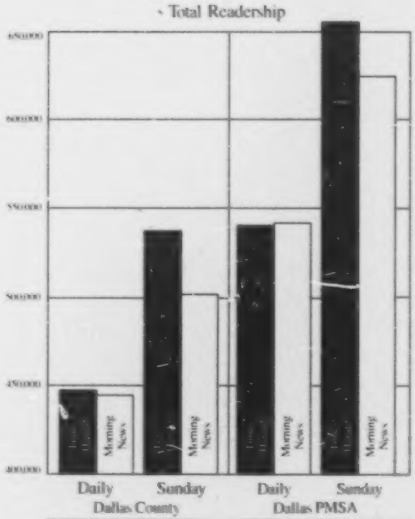
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
TX (cont.)															
DALLAS	**2,238.4**	**2,547.0**	**13.8**	**954.3**	**15.6**	**51,944,837**	**81.4**	**34,673**	**54,432**	**24,835,179**	**61.1**	**18,669**	**26,024**	**1.1000**	**1.1899**
Collin	190.5	241.0	26.5	77.0	26.0	5,109,565	102.4	41,318	66,358	1,905,555	83.6	16,982	24,747	.0690	.1081
Dallas	1,726.6	1,913.3	10.8	743.5	13.4	39,212,107	76.2	33,942	52,740	20,582,319	58.7	19,780	27,683	.8767	.9256
Denton	185.1	231.5	25.1	80.3	25.9	5,068,984	105.4	38,690	63,126	1,430,180	69.8	13,199	17,810	.0828	.0996
Ellis	69.5	80.3	15.5	26.3	14.8	1,188,264	78.1	29,129	45,181	432,286	59.6	11,831	16,437	.0250	.0269
Kaufman	46.4	54.3	17.0	17.9	15.5	788,168	78.6	28,468	44,032	343,038	56.6	14,129	19,162	.0175	.0187
Rockwall	20.3	26.6	31.0	9.3	32.9	577,749	104.4	40,389	62,124	141,831	73.5	11,681	15,251	.0090	.0110
DALLAS - FORT WORTH CONSOLIDATED AREA	*3,379.4*	*3,871.8*	*14.6*	*1,439.6*	*16.2*	*77,526,628*	*82.6*	*34,257*	*53,853*	*37,073,645*	*62.5*	*18,407*	*25,753*	*1.6350*	*1.7817*
EL PASO	**538.3**	**601.6**	**11.8**	**177.0**	**12.0**	**7,057,740**	**69.4**	**26,372**	**39,874**	**3,558,665**	**51.3**	**14,889**	**20,105**	**.1805**	**.1848**
El Paso	538.3	601.6	11.8	177.0	12.0	7,057,740	69.4	26,372	39,874	3,558,665	51.3	14,889	20,105	.1805	.1848
FORT WORTH - ARLINGTON	**1,141.0**	**1,324.8**	**16.1**	**485.3**	**17.4**	**25,581,791**	**85.1**	**33,427**	**52,713**	**12,238,466**	**65.5**	**17,884**	**25,218**	**.5350**	**.5918**
Johnson	85.6	105.2	22.9	35.7	22.5	1,692,066	89.8	30,527	47,397	641,234	74.1	12,615	17,962	.0330	.0380
Parker	53.7	63.3	17.9	22.4	18.5	1,024,137	83.0	29,607	45,720	328,028	51.1	11,486	14,644	.0204	.0221
Tarrant	1,001.7	1,156.3	15.4	427.2	16.9	22,865,588	84.9	33,856	53,524	11,269,204	65.5	18,636	26,379	.4816	.5317
GALVESTON - TEXAS CITY	**214.8**	**235.7**	**9.7**	**84.6**	**10.4**	**4,256,768**	**70.5**	**32,586**	**50,316**	**1,915,740**	**57.3**	**15,899**	**22,645**	**.0947**	**.0979**
Galveston	214.8	235.7	9.7	84.6	10.4	4,256,768	70.5	32,586	50,316	1,915,740	57.3	15,899	22,645	.0947	.0979
HOUSTON	**3,176.8**	**3,529.0**	**11.1**	**1,277.2**	**11.9**	**66,083,162**	**65.8**	**34,910**	**51,741**	**30,564,765**	**46.3**	**18,300**	**23,931**	**1.5233**	**1.5212**
Fort Bend	186.0	248.1	33.4	78.0	35.2	4,741,933	102.4	40,611	60,794	954,864	69.4	9,767	12,242	.0742	.0898
Harris	2,736.4	2,961.0	8.2	1,096.2	9.5	56,596,290	62.4	34,807	51,630	27,783,093	44.8	19,167	25,345	1.3500	1.3224
Liberty	56.5	66.8	18.2	22.9	18.0	997,384	81.2	28,378	43,554	462,381	58.8	15,006	20,191	.0221	.0242
Montgomery	174.4	225.6	29.4	72.3	28.2	3,393,751	78.3	33,740	46,940	939,486	54.5	10,783	12,994	.0656	.0720
Waller	23.5	27.5	17.0	7.8	14.7	353,804	73.0	30,083	45,359	424,941	79.5	34,816	54,480	.0114	.0128
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,594.7*	*4,004.9*	*11.4*	*1,439.3*	*12.1*	*74,865,733*	*67.1*	*34,901*	*52,015*	*33,869,246*	*47.3*	*17,917*	*23,532*	*1.7029*	*1.7123*
KILLEEN - TEMPLE	**237.1**	**261.6**	**10.3**	**82.6**	**10.7**	**3,807,636**	**76.5**	**28,926**	**46,097**	**1,619,292**	**56.7**	**13,853**	**19,604**	**.0856**	**.0901**
Bell	171.8	188.4	9.7	63.7	9.6	2,617,307	69.9	26,515	41,088	1,444,207	57.0	15,838	22,672	.0655	.0677
Coryell	65.3	73.2	12.1	18.9	14.5	1,190,329	92.8	37,415	62,980	175,085	54.6	6,865	9,264	.0201	.0224
LAREDO	**117.1**	**136.2**	**16.3**	**35.5**	**16.0**	**1,095,078**	**66.4**	**21,501**	**30,847**	**1,552,143**	**76.8**	**28,688**	**43,722**	**.0430**	**.0474**
Webb	117.1	136.2	16.3	35.5	16.0	1,095,078	66.4	21,501	30,847	1,552,143	76.8	28,688	43,722	.0430	.0474
LONGVIEW - MARSHALL	**169.7**	**189.1**	**11.4**	**66.9**	**10.8**	**3,063,394**	**73.9**	**29,165**	**45,791**	**1,865,896**	**55.0**	**19,925**	**27,891**	**.0763**	**.0795**
Gregg	112.5	126.7	12.6	45.7	12.3	2,157,091	75.9	30,129	47,201	1,481,671	56.3	23,289	32,422	.0552	.0580
Harrison	57.2	62.4	9.1	21.2	7.6	906,303	69.3	27,172	42,750	384,225	50.3	12,975	18,124	.0211	.0215
LUBBOCK	**225.0**	**240.7**	**7.0**	**85.5**	**8.6**	**3,350,165**	**54.2**	**27,610**	**39,183**	**2,060,747**	**41.1**	**18,564**	**24,102**	**.0949**	**.0899**
Lubbock	225.0	240.7	7.0	85.5	8.6	3,350,165	54.2	27,610	39,183	2,060,747	41.1	18,564	24,102	.0949	.0899
McALLEN - EDINBURG - MISSION	**340.8**	**404.1**	**18.6**	**108.6**	**18.6**	**3,495,654**	**75.3**	**21,771**	**32,188**	**2,442,991**	**57.8**	**16,897**	**22,495**	**.1031**	**.1105**
Hidalgo	340.8	404.1	18.6	108.6	18.6	3,495,654	75.3	21,771	32,188	2,442,991	57.8	16,897	22,495	.1031	.1105
MIDLAND	**104.8**	**130.5**	**24.5**	**47.6**	**25.9**	**2,960,289**	**97.4**	**39,680**	**62,191**	**1,776,389**	**81.3**	**25,923**	**37,319**	**.0606**	**.0723**
Midland	104.8	130.5	24.5	47.6	25.9	2,960,289	97.4	39,680	62,191	1,776,389	81.3	25,923	37,319	.0606	.0723
ODESSA	**137.5**	**161.9**	**17.7**	**58.8**	**19.5**	**3,005,379**	**86.4**	**32,772**	**51,112**	**2,133,440**	**71.6**	**25,265**	**36,283**	**.0716**	**.0807**
Ector	137.5	161.9	17.7	58.8	19.5	3,005,379	86.4	32,772	51,112	2,133,440	71.6	25,265	36,283	.0716	.0807
SAN ANGELO	**95.5**	**107.6**	**12.7**	**39.0**	**13.7**	**1,866,714**	**81.9**	**29,923**	**47,864**	**1,126,344**	**65.4**	**19,858**	**28,881**	**.0437**	**.0476**
Tom Green	95.5	107.6	12.7	39.0	13.7	1,866,714	81.9	29,923	47,864	1,126,344	65.4	19,858	28,881	.0437	.0476
SAN ANTONIO	**1,190.7**	**1,320.3**	**10.9**	**446.6**	**13.1**	**20,627,937**	**78.6**	**29,255**	**46,189**	**10,294,950**	**60.1**	**16,287**	**23,052**	**.4729**	**.5038**
Bexar	1,091.7	1,204.3	10.3	405.6	12.5	18,664,130	77.4	29,187	46,016	9,740,528	60.4	16,852	24,015	.4363	.4631
Comal	44.7	53.7	20.1	19.5	21.9	1,015,420	96.5	32,301	52,073	291,939	59.2	11,465	14,971	.0179	.0206
Guadalupe	54.3	62.3	14.7	21.5	16.2	948,387	83.4	27,958	44,111	262,483	49.9	9,463	12,209	.0187	.0201
SHERMAN - DENISON	**95.7**	**101.6**	**6.2**	**38.6**	**6.6**	**1,715,513**	**67.6**	**28,272**	**44,443**	**808,539**	**47.9**	**15,103**	**20,947**	**.0405**	**.0404**
Grayson	95.7	101.6	6.2	38.6	6.6	1,715,513	67.6	28,272	44,443	808,539	47.9	15,103	20,947	.0405	.0404
TEXARKANA	**119.5**	**126.0**	**5.4**	**45.8**	**5.8**	**1,665,911**	**59.7**	**24,089**	**36,374**	**1,028,511**	**49.0**	**15,939**	**22,457**	**.0461**	**.0455**
Bowie	80.7	86.2	6.8	31.4	6.8	1,078,546	52.7	24,031	34,349	750,429	47.0	17,360	23,899	.0323	.0311
Miller, Ark.	*38.8*	*39.8*	*2.6*	*14.4*	*3.6*	*587,365*	*74.5*	*24,212*	*40,789*	*278,082*	*54.7*	*12,933*	*19,311*	*.0138*	*.0144*
TYLER	**149.0**	**171.3**	**15.0**	**61.9**	**15.5**	**3,139,145**	**85.5**	**31,576**	**50,713**	**1,453,892**	**58.8**	**17,079**	**23,488**	**.0664**	**.0726**
Smith	149.0	171.3	15.0	61.9	15.5	3,139,145	85.5	31,576	50,713	1,453,892	58.8	17,079	23,488	.0664	.0726
VICTORIA	**77.6**	**87.3**	**12.5**	**29.8**	**14.2**	**1,401,087**	**74.5**	**30,762**	**47,016**	**848,118**	**54.1**	**21,091**	**28,460**	**.0349**	**.0363**
Victoria	77.6	87.3	12.5	29.8	14.2	1,401,087	74.5	30,762	47,016	848,118	54.1	21,091	28,460	.0349	.0363
WACO	**185.9**	**202.4**	**8.9**	**73.3**	**8.9**	**3,050,168**	**70.7**	**26,553**	**41,612**	**1,540,558**	**47.5**	**15,517**	**21,017**	**.0744**	**.0753**
McLennan	185.9	202.4	8.9	73.3	8.9	3,050,168	70.7	26,553	41,612	1,540,558	47.5	15,517	21,017	.0744	.0753
WICHITA FALLS	**124.3**	**126.7**	**1.9**	**45.4**	**2.5**	**2,023,626**	**57.4**	**29,014**	**44,573**	**1,260,444**	**46.1**	**19,477**	**27,763**	**.0553**	**.0529**
Wichita	124.3	126.7	1.9	45.4	2.5	2,023,626	57.4	29,014	44,573	1,260,444	46.1	19,477	27,763	.0553	.0529
TOTAL METRO COUNTIES	**12,923.0**	**14,561.8**	**12.7**	**5,138.9**	**13.9**	**253,774,106**	**75.4**	**32,065**	**49,383**	**126,709,586**	**56.6**	**17,932**	**24,657**	**5.7652**	**6.0645**
TOTAL STATE	**16,167.6**	**18,143.8**	**12.2**	**6,389.6**	**13.1**	**300,598,035**	**73.9**	**30,610**	**47,045**	**147,106,376**	**55.2**	**16,785**	**23,023**	**6.9050**	**7.2098**

Whose Income is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

The latest figures are out. In Dallas, more people read the Times Herald than any other newspaper.



And in the vital six-county Dallas PMSA, we're the winner on Sunday and are in a virtual dead-heat daily.

The proof is in brand new research conducted in the first quarter of 1985 for The Dallas Morning News, the Dallas Times Herald, and the Fort Worth Star-Telegram.

Among adults ages 25-49 in the PMSA, we've maintained a healthy lead both daily and Sunday.

And as always, we hold commanding leads among all-important women readers. Including women ages 25-49 and working women.

The research also pinpoints the Times Herald's exclusive daily readership at nearly 400,000 and our exclusive Sunday readership at almost a half million in the Dallas PMSA. Readers who can't be reached by any other newspaper.

It all goes to show some things never change. Readers who want to follow what's happening in Dallas follow the leader. The Dallas Times Herald.

Dallas Times Herald

Source: Simmons-Scarborough 1985 Newspaper Rating Study.
Represented nationally by Times Mirror National Marketing.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984–1989	12/31/89 Total Households (Thous.)	% Change 1984–1989	1989 Total EBI ($000)	% Change 1984–1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984–1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
UTAH															
PROVO - OREM	255.7	295.4	15.5	80.2	16.2	2,661,352	62.8	23,699	33,184	1,172,759	40.5	12,093	14,623	.0725	.0726
Utah	255.7	295.4	15.5	80.2	16.2	2,661,352	62.8	23,699	33,184	1,172,759	40.5	12,093	14,623	.0725	.0726
SALT LAKE CITY - OGDEN	1,032.7	1,163.4	12.7	382.8	14.5	17,091,469	80.8	28,272	44,649	7,975,470	60.3	14,886	20,835	.3851	.4148
Davis	171.9	200.3	16.5	57.1	19.0	2,317,723	70.7	28,294	40,591	1,022,173	64.0	12,981	17,901	.0553	.0588
Salt Lake	703.1	792.3	12.7	266.8	14.5	12,460,510	85.6	28,816	46,704	5,733,317	61.4	15,249	21,489	.2714	.2966
Weber	157.7	170.8	8.3	58.9	10.5	2,313,236	67.7	25,874	39,274	1,219,980	52.5	15,014	20,713	.0584	.0594
TOTAL METRO COUNTIES	1,288.4	1,458.8	13.2	463.0	14.8	19,752,821	78.2	27,489	42,663	9,148,229	57.4	14,408	19,759	.4576	.4874
TOTAL STATE	1,680.5	1,915.3	14.0	600.1	15.8	25,034,037	78.4	26,888	41,716	11,734,174	58.0	14,219	19,537	.5861	.6347
VERMONT															
BURLINGTON	126.0	132.7	5.3	48.0	8.1	2,422,244	76.6	30,885	50,463	1,419,068	58.9	20,108	29,564	.0577	.0606
Chittenden	121.0	127.3	5.2	46.2	8.2	2,356,551	77.1	31,158	51,008	1,405,097	59.2	20,669	30,413	.0563	.0593
Grand Isle	5.0	5.4	8.0	1.8	5.9	65,693	60.8	24,034	36,496	13,971	36.7	6,013	7,762	.0014	.0013
TOTAL METRO COUNTIES	126.0	132.7	5.3	48.0	8.1	2,422,244	76.6	30,885	50,463	1,419,068	58.9	20,108	29,564	.0577	.0606
TOTAL STATE	533.4	556.4	4.3	207.8	6.9	8,353,552	67.4	25,675	40,200	5,060,778	53.8	16,929	24,354	.2179	.2193
VIRGINIA															
CHARLOTTESVILLE	120.7	128.9	6.8	45.8	8.3	2,211,983	72.7	30,282	48,297	1,244,483	59.6	18,432	27,172	.0530	.0552
Albemarle	60.4	65.6	8.6	24.9	12.2	1,380,501	80.0	34,556	55,442	393,562	63.4	10,852	15,806	.0255	.0274
Charlottesville city	40.5	41.6	2.7	13.4	.0	516,779	52.9	25,215	38,566	787,669	57.7	37,277	58,781	.0216	.0215
Fluvanna	11.0	11.7	6.4	4.1	7.9	164,990	71.1	25,381	40,241	33,687	56.2	5,674	8,216	.0033	.0033
Greene	8.8	10.0	13.6	3.4	17.2	149,713	88.4	27,401	44,033	29,565	67.1	6,100	8,696	.0026	.0030
DANVILLE	112.5	113.0	.4	40.2	.5	1,597,854	58.2	25,245	39,748	633,529	41.6	11,184	15,759	.0393	.0375
Danville city	44.5	43.3	-2.7	16.6	-2.9	636,887	50.8	24,697	38,367	470,798	39.1	19,787	28,361	.0197	.0182
Pittsylvania	68.0	69.7	2.5	23.6	3.1	960,967	63.6	25,655	40,719	162,731	49.3	4,760	6,895	.0196	.0193
LYNCHBURG	145.0	148.4	2.3	50.6	2.8	2,282,784	62.3	28,584	45,114	1,141,517	47.8	15,695	22,560	.0573	.0559
Amherst	30.3	31.5	4.0	10.0	5.3	427,647	64.0	27,452	42,765	161,999	51.1	11,287	16,200	.0100	.0099
Campbell	48.1	50.9	5.8	15.8	3.3	733,605	64.5	29,139	46,431	168,858	49.9	7,363	10,687	.0153	.0153
Lynchburg city	66.6	66.0	-.9	24.8	1.6	1,121,532	60.3	28,676	45,223	810,660	46.8	22,636	32,088	.0320	.0307
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,260.9	1,340.8	6.3	451.5	7.3	21,246,737	68.3	29,995	47,058	9,845,768	52.0	15,309	21,807	.5006	.5058
Chesapeake city	128.0	142.6	11.4	46.9	13.3	2,162,044	75.0	29,846	46,099	821,616	61.9	12,257	17,518	.0464	.0492
Gloucester	24.7	29.6	19.8	10.2	17.2	372,755	70.0	25,204	36,545	148,182	55.5	11,093	14,528	.0085	.0091
Hampton city	125.8	129.0	2.5	45.1	4.2	2,176,584	65.3	30,409	48,261	1,357,234	50.9	20,774	30,094	.0569	.0564
James City	24.7	27.0	9.3	9.5	11.8	472,740	74.1	31,946	49,762	166,803	60.4	12,234	17,558	.0098	.0102
Newport News city	150.8	154.9	2.7	55.5	3.7	2,103,992	50.4	26,154	37,910	1,127,773	43.8	14,663	20,320	.0580	.0542
Norfolk city	279.0	266.9	-4.3	88.5	-3.3	3,759,793	50.1	27,369	42,484	2,063,269	38.6	16,272	23,314	.1065	.0968
Poquoson city	10.2	11.7	14.7	3.7	15.6	183,954	72.4	33,336	49,717	40,038	62.4	7,702	10,821	.0035	.0037
Portsmouth city	103.1	101.4	-1.6	35.5	-1.9	1,505,877	55.9	26,680	42,419	683,284	42.2	13,275	19,247	.0385	.0360
Suffolk city	48.6	49.7	2.3	16.1	.6	714,430	60.5	27,819	44,375	415,275	46.1	17,761	25,793	.0193	.0188
Virginia Beach city	315.6	371.9	17.8	123.7	19.6	6,821,380	88.8	34,933	55,145	2,399,376	64.7	14,086	19,397	.1303	.1461
Williamsburg city	10.6	11.3	6.6	3.6	16.1	189,222	82.4	33,465	52,562	459,083	85.8	79,711	127,523	.0086	.0101
York	39.8	44.8	12.6	13.2	10.0	783,966	77.4	36,824	59,391	163,835	60.6	8,499	12,412	.0143	.0152

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total House-holds (Thous.)	% Change 1984-1989	1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	1984	1989
VA (cont.)															
RICHMOND - PETERSBURG	**799.9**	**841.0**	**5.1**	**298.7**	**5.3**	**14,537,985**	**65.5**	**30,978**	**48,671**	**6,894,704**	**58.2**	**16,191**	**20,082**	**.3440**	**.3422**
Charles City	6.9	7.1	2.9	2.0	.0	78,070	47.2	26,524	39,035	2,292	24.2	923	1,146	.0016	.0014
Chesterfield	166.9	195.3	17.0	62.9	16.7	3,680,458	82.8	37,358	58,513	1,366,380	67.9	15,095	21,723	.0718	.0794
Colonial Heights city	17.1	17.7	3.5	5.9	.0	226,097	34.4	28,503	38,322	111,352	33.8	14,106	18,873	.0065	.0058
Dinwiddie	22.4	22.1	-1.3	5.7	-5.0	260,866	49.9	29,005	45,766	38,672	37.2	4,697	6,785	.0060	.0053
Goochland	17.6	13.4	6.3	4.5	12.5	256,862	83.0	35,092	57,080	45,263	65.0	6,858	10,058	.0045	.0047
Hanover	55.4	60.8	9.7	19.4	9.0	1,096,036	73.9	35,409	56,497	415,717	58.3	14,753	21,429	.0230	.0261
Henrico	192.3	204.8	6.5	77.7	7.6	4,076,814	68.8	33,453	52,469	1,998,977	55.0	17,865	25,727	.0928	.0965
Hopewell city	23.4	23.1	-1.3	8.6	.0	395,618	61.4	28,493	46,002	164,762	46.1	13,112	19,158	.0094	.0090
New Kent	10.4	12.2	17.3	4.4	22.2	196,703	88.4	28,998	44,705	28,461	55.7	5,078	6,468	.0033	.0037
Petersburg city	40.7	40.4	-.7	15.1	.0	464,206	37.6	22,344	30,742	401,924	39.9	19,030	26,617	.0167	.0148
Powhatan	14.9	17.0	14.1	4.6	12.2	225,053	70.2	32,175	51,098	36,635	62.6	5,496	7,964	.0043	.0046
Prince George	26.6	26.8	.8	6.3	.0	334,194	56.4	33,914	53,047	98,594	43.8	10,882	15,650	.0080	.0076
Richmond city	210.3	200.3	-4.8	81.6	-3.0	3,237,008	50.0	25,660	39,669	2,185,675	38.7	18,733	26,785	.0961	.0873
ROANOKE	**224.3**	**228.0**	**1.6**	**84.6**	**1.6**	**3,545,706**	**55.0**	**27,489**	**41,911**	**1,769,216**	**41.5**	**15,010**	**20,914**	**.0921**	**.0898**
Botetourt	24.9	26.6	6.8	9.0	5.9	311,016	44.3	25,350	34,557	73,035	35.6	6,338	8,115	.0076	.0070
Roanoke	77.6	82.1	5.8	26.5	3.9	1,369,860	61.7	33,229	51,697	409,220	49.1	10,767	15,442	.0292	.0289
Roanoke city	97.5	94.7	-2.9	40.4	-.7	1,471,530	51.3	23,894	36,424	1,049,799	41.0	18,299	25,985	.0443	.0438
Salem city	24.3	24.6	1.2	8.7	1.2	393,300	56.0	29,306	45,207	237,262	34.0	20,594	27,271	.0110	.0101
TOTAL METRO COUNTIES	**4,022.2**	**4,289.6**	**6.6**	**1,531.8**	**7.3**	**83,102,377**	**70.8**	**34,342**	**54,637**	**36,548,730**	**55.8**	**16,627**	**24,029**	**1.8371**	**1.8721**
TOTAL STATE	**5,692.4**	**6,024.5**	**5.8**	**2,105.9**	**6.2**	**105,344,744**	**68.0**	**31,632**	**50,024**	**46,070,685**	**53.1**	**15,158**	**21,877**	**2.3897**	**2.4164**
WASHINGTON															
BELLINGHAM	**113.9**	**121.5**	**6.7**	**47.5**	**9.4**	**1,785,186**	**61.1**	**25,538**	**37,583**	**945,148**	**51.7**	**14,358**	**19,890**	**.0455**	**.0450**
Whatcom	113.9	121.5	6.7	47.5	9.4	1,785,186	61.1	25,538	37,583	945,148	51.7	14,358	19,890	.0455	.0450
BREMERTON	**169.5**	**191.1**	**12.7**	**71.6**	**16.0**	**3,226,142**	**77.9**	**29,396**	**45,058**	**1,097,664**	**62.9**	**10,924**	**15,331**	**.0651**	**.0697**
Kitsap	169.5	191.1	12.7	71.6	16.0	3,226,142	77.9	29,396	45,058	1,097,664	62.9	10,924	15,331	.0651	.0697
OLYMPIA	**140.7**	**158.2**	**12.4**	**62.7**	**15.3**	**2,747,972**	**78.7**	**28,266**	**43,827**	**1,192,610**	**65.0**	**13,283**	**19,021**	**.0584**	**.0629**
Thurston	140.7	158.2	12.4	62.7	15.3	2,747,972	78.7	28,266	43,827	1,192,610	65.0	13,283	19,021	.0584	.0629
RICHLAND - KENNEWICK - PASCO	**153.0**	**162.4**	**6.1**	**61.0**	**8.3**	**3,451,080**	**79.0**	**34,251**	**56,575**	**1,123,473**	**48.9**	**13,404**	**18,410**	**.0677**	**.0705**
Benton	115.8	122.9	6.1	46.8	8.6	2,794,349	80.4	35,930	59,708	754,883	45.3	12,057	16,130	.0518	.0540
Franklin	37.2	39.5	6.2	14.2	7.6	656,731	72.9	28,770	46,249	368,590	56.8	17,804	25,958	.0159	.0165
SEATTLE	**1,699.9**	**1,799.8**	**5.9**	**733.2**	**8.4**	**40,889,752**	**77.6**	**34,039**	**55,769**	**16,546,578**	**59.4**	**16,272**	**23,922**	**.8440**	**.8878**
King	1,329.5	1,393.9	4.8	577.3	7.4	32,802,882	76.7	34,550	56,821	14,372,787	58.4	16,981	24,897	.6817	.7144
Snohomish	370.4	405.9	9.6	155.9	12.2	8,086,870	81.6	32,062	51,872	2,173,791	64.2	13,918	20,358	.1623	.1734
SEATTLE - TACOMA CONSOLIDATED AREA	***2,219.0***	***2,353.1***	***6.0***	***946.0***	***8.6***	***48,181,597***	***73.5***	***32,083***	***50,922***	***20,346,450***	***57.1***	***15,608***	***22,565***	***1.0429***	***1.0754***
SPOKANE	**354.4**	**366.9**	**3.5**	**146.3**	**6.1**	**4,914,639**	**48.2**	**24,049**	**33,593**	**2,839,634**	**44.5**	**14,253**	**19,410**	**.1394**	**.1301**
Spokane	354.4	366.9	3.5	146.3	6.1	4,914,639	48.2	24,049	33,593	2,839,634	44.5	14,253	19,410	.1394	.1301
TACOMA	**519.1**	**553.3**	**6.6**	**212.8**	**9.4**	**7,291,845**	**48.3**	**25,281**	**34,266**	**3,799,872**	**46.9**	**13,297**	**17,857**	**.1989**	**.1876**
Pierce	519.1	553.3	6.6	212.8	9.4	7,291,845	48.3	25,281	34,266	3,799,872	46.9	13,297	17,857	.1989	.1876
VANCOUVER	**208.2**	**224.5**	**7.8**	**85.0**	**10.2**	**3,764,754**	**70.9**	**28,565**	**44,291**	**1,268,004**	**57.9**	**10,418**	**14,910**	**.0789**	**.0812**
Clark	208.2	224.5	7.8	85.0	10.2	3,764,754	70.9	28,565	44,291	1,268,004	57.9	10,418	14,910	.0789	.0812
YAKIMA	**180.7**	**189.7**	**5.0**	**71.4**	**7.5**	**2,422,579**	**54.7**	**23,585**	**33,930**	**1,265,993**	**45.7**	**13,084**	**17,731**	**.0656**	**.0628**
Yakima	180.7	189.7	5.0	71.4	7.5	2,422,579	54.7	23,585	33,930	1,265,993	45.7	13,084	17,731	.0656	.0628
TOTAL METRO COUNTIES	**3,539.4**	**3,767.4**	**6.4**	**1,491.5**	**9.0**	**70,493,949**	**70.2**	**30,271**	**47,264**	**31,078,984**	**55.4**	**14,622**	**20,837**	**1.5625**	**1.5996**
TOTAL STATE	**4,286.4**	**4,651.3**	**8.5**	**1,838.4**	**8.6**	**83,731,882**	**68.6**	**29,312**	**43,546**	**36,538,399**	**54.0**	**14,022**	**19,870**	**1.8796**	**1.9082**
WEST VIRGINIA															
CHARLESTON	**269.3**	**267.9**	**-.5**	**105.9**	**1.6**	**4,890,190**	**70.9**	**27,485**	**46,177**	**2,219,372**	**47.2**	**14,409**	**20,957**	**.1132**	**.1123**
Kanawha	226.8	221.0	-2.6	88.9	-.3	4,183,339	69.0	27,734	47,057	1,985,640	46.1	15,237	22,336	.0986	.0969
Putnam	42.5	46.9	10.4	17.0	13.3	706,851	83.5	25,680	41,579	233,732	57.3	9,903	13,749	.0146	.0154
HUNTINGTON - ASHLAND	**341.0**	**344.6**	**1.1**	**128.5**	**3.2**	**4,613,349**	**58.9**	**23,317**	**35,902**	**2,288,297**	**43.0**	**12,853**	**17,808**	**.1218**	**.1164**
Cabell	105.9	104.3	-1.5	41.9	1.0	1,506,719	57.8	23,014	35,960	1,183,458	45.1	19,650	28,245	.0464	.0440
Wayne	47.9	49.8	4.0	17.8	6.0	678,090	78.3	22,640	38,095	184,466	53.0	7,175	10,363	.0142	.0148
Boyd, Ky.	*55.4*	*55.0*	*-.7*	*21.0*	*2.4*	*742,602*	*45.3*	*24,926*	*35,362*	*468,921*	*40.5*	*16,278*	*22,330*	*.0222*	*.0203*
Carter, Ky.	*26.3*	*27.4*	*4.2*	*9.2*	*5.7*	*297,145*	*69.4*	*20,163*	*32,298*	*121,090*	*43.0*	*9,730*	*13,162*	*.0075*	*.0074*
Greenup, Ky.	*40.4*	*41.5*	*2.7*	*14.1*	*4.4*	*413,140*	*33.0*	*23,003*	*29,301*	*101,575*	*27.9*	*5,884*	*7,204*	*.0112*	*.0097*
Lawrence, Ohio	*65.1*	*66.6*	*2.3*	*24.5*	*4.3*	*975,653*	*71.0*	*24,201*	*39,823*	*228,787*	*37.5*	*7,082*	*9,338*	*.0203*	*.0202*
PARKERSBURG - MARIETTA	**159.0**	**159.7**	**.4**	**60.2**	**2.7**	**2,493,646**	**67.1**	**25,460**	**41,433**	**1,259,597**	**48.6**	**14,468**	**20,924**	**.0619**	**.0611**
Wood	92.9	91.8	-1.2	35.5	1.1	1,537,433	70.4	25,701	43,308	802,414	47.7	15,477	22,603	.0379	.0375
Washington, Ohio	*66.1*	*67.9*	*2.7*	*24.7*	*5.1*	*956,213*	*62.1*	*25,100*	*38,713*	*457,183*	*50.1*	*12,960*	*18,509*	*.0240*	*.0236*
STEUBENVILLE - WEIRTON	**156.4**	**153.2**	**-2.0**	**57.7**	**.8**	**2,065,912**	**41.4**	**25,330**	**35,804**	**820,117**	**31.3**	**10,826**	**14,213**	**.0557**	**.0490**
Brooke	29.8	28.4	-4.7	10.2	-3.8	363,044	38.5	24,727	35,593	124,271	32.9	8,821	12,183	.0096	.0085
Hancock	39.3	37.9	-3.6	14.5	-.7	523,363	39.2	25,753	36,094	218,870	35.5	11,067	15,094	.0143	.0125
Jefferson, Ohio	*87.3*	*86.9*	*-.5*	*33.0*	*1.5*	*1,179,505*	*43.2*	*25,336*	*35,743*	*476,976*	*29.0*	*11,373*	*14,454*	*.0318*	*.0280*
WHEELING	**183.1**	**180.3**	**-1.5**	**70.0**	**.4**	**2,728,482**	**58.2**	**24,749**	**38,978**	**1,284,213**	**40.3**	**13,137**	**18,246**	**.0699**	**.0661**
Marshall	41.4	41.0	-1.0	15.1	.7	648,828	68.5	25,677	42,969	193,139	36.0	9,469	12,791	.0142	.0139
Ohio	59.2	56.7	-4.2	22.6	-2.2	893,790	57.5	24,573	39,548	442,012	36.7	13,993	19,558	.0234	.0218
Belmont, Ohio	*82.5*	*82.6*	*.1*	*32.3*	*2.2*	*1,185,864*	*53.6*	*24,436*	*36,714*	*649,062*	*44.1*	*14,252*	*20,095*	*.0323*	*.0304*
TOTAL METRO COUNTIES	**713.6**	**706.3**	**-1.0**	**274.1**	**1.1**	**11,392,223**	**65.8**	**25,470**	**41,562**	**5,447,815**	**44.8**	**13,886**	**19,875**	**.2810**	**.2729**
TOTAL STATE	**1,972.5**	**1,993.1**	**1.0**	**747.2**	**3.2**	**27,953,989**	**66.7**	**23,168**	**37,412**	**12,685,779**	**46.3**	**11,981**	**16,938**	**.6912**	**.6793**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/84 Total Pop. (Thous.)	12/31/89 Total Pop. (Thous.)	% Change 1984-1989	12/31/89 Total Households (Thous.)	% Change 1984-1989	EFFECTIVE BUYING INCOME 1989 Total EBI ($000)	% Change 1984-1989	Average Household EBI 1984	Average Household EBI 1989	RETAIL SALES 1989 Total Retail Sales ($000)	% Change 1984-1989	Retail Sales Per Household 1984	Retail Sales Per Household 1989	BUYING POWER INDEX 1984	BUYING POWER INDEX 1989
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	298.4	305.3	2.3	113.4	4.9	5,466,341	69.3	29,875	48,204	2,142,817	47.0	13,469	18,896	.1212	.1211
Calumet	32.8	34.9	6.4	12.0	9.1	572,145	69.6	30,673	47,679	151,441	48.5	9,271	12,620	.0116	.0118
Outagamie	132.3	135.7	2.6	49.2	5.1	2,480,368	72.0	30,805	50,414	1,019,864	45.0	15,034	20,729	.0553	.0554
Winnebago	133.3	134.7	1.1	52.2	3.8	2,413,828	66.4	28,835	46,242	971,512	48.9	12,974	18,611	.0543	.0539
EAU CLAIRE	136.9	143.1	4.5	52.2	7.2	2,210,828	73.2	26,206	42,353	1,186,221	56.5	15,562	22,725	.0538	.0556
Chippewa	53.2	54.4	2.3	19.3	5.5	869,639	78.2	26,663	45,059	367,671	57.7	12,741	19,050	.0193	.0203
Eau Claire	83.7	88.7	6.0	32.9	8.2	1,341,189	70.1	25,932	40,766	818,550	56.0	17,261	24,830	.0345	.0353
GREEN BAY	182.0	189.0	3.8	70.8	6.3	3,273,901	69.0	29,089	46,242	1,507,832	49.4	15,156	21,297	.0762	.0764
Brown	182.0	189.0	3.8	70.8	6.3	3,273,901	69.0	29,089	46,242	1,507,832	49.4	15,156	21,297	.0762	.0764
JANESVILLE - BELOIT	139.5	139.1	-.3	52.5	1.9	2,473,936	64.0	29,292	47,123	1,068,503	48.7	13,954	20,352	.0576	.0564
Rock	139.5	139.1	-.3	52.5	1.9	2,473,936	64.0	29,292	47,123	1,068,503	48.7	13,954	20,352	.0576	.0564
KENOSHA	122.5	121.7	-.7	45.8	1.8	2,539,781	72.5	32,713	55,454	838,054	52.5	12,216	18,298	.0514	.0522
Kenosha	122.5	121.7	-.7	45.8	1.8	2,539,781	72.5	32,713	55,454	838,054	52.5	12,216	18,298	.0514	.0522
LA CROSSE	93.4	95.8	2.6	36.1	5.2	1,824,447	79.2	29,687	50,539	865,258	52.1	16,589	23,968	.0407	.0422
La Crosse	93.4	95.8	2.6	36.1	5.2	1,824,447	79.2	29,687	50,539	865,258	52.1	16,589	23,968	.0407	.0422
MADISON	334.7	345.4	3.2	139.4	5.7	6,875,059	71.6	30,373	49,319	3,347,375	54.9	16,387	24,013	.1558	.1591
Dane	334.7	345.4	3.2	139.4	5.7	6,875,059	71.6	30,373	49,319	3,347,375	54.9	16,387	24,013	.1558	.1591
MILWAUKEE	1,390.9	1,381.3	-.7	529.7	1.3	26,265,084	60.2	31,334	49,505	10,584,467	43.6	14,088	19,982	.6056	.5790
Milwaukee	934.9	900.7	-3.7	364.9	-1.5	16,393,827	53.9	28,755	44,927	7,309,190	41.0	13,988	20,031	.4053	.3752
Ozaukee	70.4	74.0	5.1	26.1	8.3	1,692,277	76.9	39,695	64,838	502,816	59.2	13,108	19,265	.0318	.0334
Washington	91.2	98.0	7.5	33.1	10.0	1,616,172	67.4	32,074	48,827	475,914	46.8	10,771	14,378	.0339	.0339
Waukesha	294.4	308.6	4.8	105.6	7.3	6,562,808	72.0	38,772	62,148	2,296,547	48.5	15,717	21,748	.1346	.1365
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,564.1*	*1,554.0*	*-.6*	*593.6*	*1.4*	*29,283,296*	*59.9*	*31,280*	*49,332*	*11,656,443*	*42.8*	*13,946*	*19,637*	*.6759*	*.6444*
RACINE	173.2	172.7	-.3	63.9	2.4	3,018,212	55.9	30,823	47,233	1,071,976	34.6	12,763	16,776	.0703	.0654
Racine	173.2	172.7	-.3	63.9	2.4	3,018,212	56.9	30,823	47,233	1,071,976	34.6	12,763	16,776	.0703	.0654
SHEBOYGAN	101.4	101.4	.0	37.9	2.4	1,897,998	70.5	30,088	50,079	624,804	45.9	11,577	16,486	.0400	.0399
Sheboygan	101.4	101.4	.0	37.9	2.4	1,897,998	70.5	30,088	50,079	624,804	45.9	11,577	16,486	.0400	.0399
WAUSAU	114.6	117.8	2.8	43.0	5.1	1,819,915	64.0	27,135	42,324	750,028	47.0	12,473	17,443	.0430	.0421
Marathon	114.6	117.8	2.8	43.0	5.1	1,819,915	64.0	27,135	42,324	750,028	47.0	12,473	17,443	.0430	.0421
TOTAL METRO COUNTIES	3,177.3	3,204.4	.9	1,218.4	3.1	59,303,807	65.1	30,386	48,674	24,548,276	47.0	14,133	20,148	1.3496	1.3246
TOTAL STATE	4,788.3	4,865.3	1.6	1,836.6	3.9	82,299,121	64.0	28,398	44,811	34,401,394	46.1	13,323	18,731	1.9207	1.8762
WYOMING															
CASPER	76.2	80.7	5.9	31.0	8.8	1,619,311	68.7	33,674	52,236	825,323	50.9	19,194	26,623	.0377	.0380
Natrona	76.2	80.7	5.9	31.0	8.8	1,619,311	68.7	33,674	52,236	825,323	50.9	19,194	26,623	.0377	.0280
CHEYENNE	72.8	76.9	5.6	30.1	7.9	1,420,206	76.1	28,912	47,183	804,447	58.5	18,192	26,726	.0335	.0350
Laramie	72.8	76.9	5.6	30.1	7.9	1,420,206	76.1	28,912	47,183	804,447	58.5	18,192	26,726	.0335	.0350
TOTAL METRO COUNTIES	149.0	157.6	5.8	61.1	8.3	3,039,517	72.1	31,319	49,747	1,629,770	54.5	18,699	26,674	.0712	.0730
TOTAL STATE	515.6	547.5	6.2	203.0	8.1	10,054,510	74.0	30,771	49,530	5,403,591	57.5	18,263	26,619	.2348	.2437

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

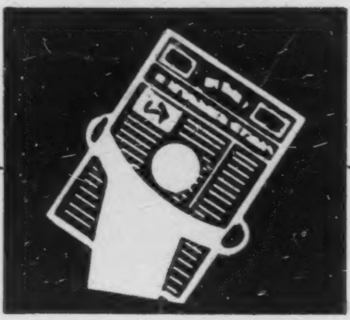
Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SECTION D

Sales and Marketing MANAGEMENT

23rd Annual Survey Of Newspaper Markets



Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area, or in the same nonmetro county, they are combined into a multiple newspaper market. The name of the market for newspapers of a metropolitan area is the metro area name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county*, which indentifies the location of the newspapers; (2) *dominant counties*, where the newspaper household penetration is 50% or more; and (3) *effective counties*, where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. The name of a home county with less than 20% coverage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1985.

2 Population is the number of **persons** living in the newspaper market as of 12/31/84. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes inputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 22 *Survey of Buying Power*, should be considered.

4 Total Retail Sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1985 Survey. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise* stores, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA)*; (4) *automotive dealers* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,257.2	1
Los Angeles - Long Beach, Cal.	3,840.4	2
Chicago, Ill.	2,575.3	3
Detroit, Mich.	1,855.3	4
Philadelphia, Pa.	1,758.0	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,511.3	6
Houston, Tex.	1,370.3	7
Washington, D.C.	1,331.7	8
San Francisco, Cal.	1,037.9	9
Newark, N.J.	955.9	10
St. Louis, Mo.	937.0	11
Minneapolis - St. Paul, Minn.	929.0	12
Pittsburgh, Pa.	885.8	13
Denver, Colo.	862.4	14
Nassau - Suffolk, N.Y.	862.3	15
Baltimore, Md.	835.1	16
Dallas, Tex.	825.8	17
Tampa - St. Petersburg - Clearwater, Fla.	824.9	18
Atlanta, Ga.	787.6	19
San Diego, Cal.	766.5	20
Phoenix, Ariz.	753.0	21
Anaheim - Santa Ana, Cal.	749.3	22
Cleveland, Ohio	744.2	23
Oakland, Cal.	726.3	24
Seattle, Wash.	705.7	25
Miami - Hialeah, Fla.	681.3	26
Kansas City, Mo.-Kans.	658.4	27
Riverside - San Bernardino, Cal.	651.7	28
Milwaukee, Wisc.	529.3	29
Portland, Ore.	519.5	30
Cincinnati, Ohio	519.2	31
Sacramento, Cal.	509.5	32
New Orleans, La.	495.7	33
San Jose, Cal.	485.9	34
Columbus, Ohio	483.9	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	478.3	36
Bergen - Passaic, N.J.	470.1	37
Norfolk - Virginia Beach - Newport News, Va.	464.8	38
San Antonio, Tex.	458.3	39
Des Moines, Iowa	457.1	40
Buffalo, N.Y.	456.4	41
Indianapolis, Ind.	454.6	42
Fort Worth - Arlington, Tex.	453.9	43
Louisville, Ky.	429.1	44
Oklahoma City, Okla.	425.3	45
Greensboro - Winston-Salem - High Point, N.C.	400.7	46
Omaha, Neb.	400.3	47
Dayton - Springfield, Ohio	398.4	48
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	392.3	49
Hartford - New Britain - Middletown - Bristol, Conn.	387.8	50
Salt Lake City - Ogden, Utah	384.1	51
Orlando, Fla.	360.8	52
Richmond - Petersburg, Va.	355.1	53
Nashville, Tenn.	354.0	54
Rochester, N.Y.	348.8	55
Providence - Pawtucket - Woonsocket, R.I.	347.8	56
Monmouth - Ocean, N.J.	347.2	57
Tulsa, Okla.	346.4	58
Memphis, Tenn.	345.0	59
New Haven - Waterbury - Meriden, Conn.	342.1	60
West Palm Beach - Boca Raton - Delray Beach, Fla.	341.4	61
Little Rock - North Little Rock, Ark.	334.7	62
Albany - Schenectady - Troy, N.Y.	313.6	63
Jacksonville, Fla.	305.1	64
Birmingham, Ala.	302.6	65
Honolulu, Haw.	294.5	66
Bridgeport - Stamford - Norwalk - Danbury, Conn.	290.2	67
Middlesex - Somerset - Hunterdon, N.J.	287.0	68
Greenville - Spartanburg, S.C.	285.4	69
Austin, Tex.	283.8	70
Raleigh - Durham, N.C.	283.7	71
Knoxville, Tenn.	282.6	72
Tucson, Ariz.	277.1	73
Syracuse, N.Y.	262.5	74
Toledo, Ohio	254.1	75
Allentown - Bethlehem, Pa.	247.7	76
Scranton - Wilkes-Barre, Pa.	239.6	77
Worcester - Fitchburg - Leominster, Mass.	238.6	78
Akron, Ohio	233.6	79
Fresno, Cal.	226.9	80
Gary - Hammond, Ind.	225.6	81
Spokane, Wash.	223.4	82
Grand Rapids, Mich.	222.0	83
Las Vegas, Nev.	221.4	84
Harrisburg - Lebanon - Carlisle, Pa.	218.6	85
Johnson City - Kingsport - Bristol, Tenn.	218.0	86
Baton Rouge, La.	215.8	87
Madison, Wisc.	215.5	88
Springfield, Mass.	211.3	89
Jersey City, N.J.	209.8	90
Wichita, Kans.	206.0	91
Albuquerque, N.M.	205.4	92
Wilmington, Del.	204.1	93
Oxnard - Ventura, Cal.	199.2	94
Columbia, S.C.	197.8	95
Tacoma, Wash.	194.5	96
Lexington-Fayette, Ky.	192.6	97
Roanoke, Va.	191.8	98
Youngstown - Warren, Ohio	190.7	99
Mobile, Ala.	182.8	100
Fort Wayne, Ind.	182.5	101
Sarasota, Fla.	181.8	102
New Bedford - Fall River - Attleboro, Mass.	177.4	103
Chattanooga, Tenn.	176.0	104
Charleston, W.Va.	174.6	105
Charleston, S.C.	173.6	106
Shreveport, La.	173.2	107
Beaumont - Port Arthur, Tex.	168.1	108
Davenport - Rock Island - Moline, Iowa-Ill.	166.9	109
Bakersfield, Cal.	162.3	110
Portland, Me.	162.0	111
Peoria, Ill.	161.3	112
El Paso, Tex.	159.8	113
Flint, Mich.	157.9	114
Augusta, Ga.	156.3	115
Corpus Christi, Tex.	155.0	116
Lake County, Ill.	154.6	117
Jackson, Miss.	153.7	118
Saginaw - Bay City - Midland, Mich.	150.1	119
Lansing - East Lansing, Mich.	148.9	120
Evansville, Ind.	143.9	121
Stockton, Cal.	143.2	122
Lubbock, Tex.	142.8	123
Fort Myers - Cape Coral, Fla.	140.3	124
Appleton - Oshkosh - Neenah, Wisc.	139.3	125
Amarillo, Tex.	139.0	126
Canton, Ohio	137.9	127
Bangor, Me.	137.1	128
Lancaster, Pa.	136.7	129
Macon - Warner Robins, Ga.	134.3	130
Daytona Beach, Fla.	134.2	131
Duluth, Minn.	131.2	132
Melbourne - Titusville - Palm Bay, Fla.	131.1	133
Santa Rosa - Petaluma, Cal.	130.9	134
Lakeland - Winter Haven, Fla.	130.9	134
Colorado Springs, Colo.	130.5	136
Binghamton, N.Y.	129.9	137
Montgomery, Ala.	128.8	138
Asheville, N.C.	128.4	139
Lincoln, Neb.	128.2	140
South Bend - Mishawaka, Ind.	127.5	141
Savannah, Ga.	127.1	142
Joliet, Ill.	124.9	143
Springfield, Mo.	123.7	144
Reading, Pa.	123.2	145
York, Pa.	122.6	146
Rockford, Ill.	121.3	147
Santa Barbara - Santa Maria - Lompoc, Cal.	120.1	148
Manchester - Nashua, N.H.	119.3	149
Aurora - Elgin, Ill.	118.0	150
Orange County, N.Y.	117.6	151
Atlantic City, N.J.	117.3	152
Springfield, Ill.	117.2	153
Pensacola, Fla.	115.3	154
Billings, Mont.	114.9	155
Biloxi - Gulfport, Miss.	114.7	156
Utica - Rome, N.Y.	114.4	157
Trenton, N.J.	111.0	158
Anchorage, Alas.	108.8	159
Salinas - Seaside - Monterey, Cal.	107.6	160
Modesto, Cal.	107.2	161
Eugene - Springfield, Ore.	104.2	162
Kalamazoo, Mich.	103.5	163
Reno, Nev.	102.9	164
Erie, Pa.	102.9	164
Cedar Rapids, Iowa	102.6	166
Tallahassee, Fla.	99.9	167
Boise, Ida.	99.7	168
Topeka, Kans.	99.2	169
Ann Arbor, Mich.	97.6	170
Bloomington - Normal, Ill.	96.1	171
Hamilton - Middletown, Ohio	95.9	172
Johnstown, Pa.	95.8	173
Abilene, Tex.	95.7	174
Lorain - Elyria, Ohio	95.2	175
Sioux City, Iowa	94.3	176
Salem, Ore.	93.5	177
Fargo - Moorhead, N.D.-Minn.	93.4	178
Columbus, Ga.	93.3	179
Pueblo, Colo.	93.0	180
Waco, Tex.	91.9	181
Mcallen - Edinburg - Mission, Tex.	91.6	182
Waterloo - Cedar Falls, Iowa	90.0	183
Fayetteville, N.C.	89.6	184
Anderson, S.C.	88.8	185
Poughkeepsie, N.Y.	88.6	186
Wheeling, W.Va.	88.2	187
New London - Norwich, Conn.	88.0	188
Lake Charles, La.	87.0	189
Gainesville, Fla.	87.0	189
Benton Harbor, Mich.	85.5	191
Green Bay, Wisc.	84.6	192
Wilmington, N.C.	84.3	193
Wichita Falls, Tex.	83.8	194
Boulder - Longmont, Colo.	82.7	195
Santa Cruz, Cal.	82.5	196
Sioux Falls, S.D.	82.4	197
Huntington - Ashland, W.Va.-Ky.	81.8	198
Carbondale, Ill.	81.7	199
Champaign - Urbana - Rantoul, Ill.	80.6	200
Niagara Falls, N.Y.	79.8	201
Watertown, N.Y.	78.8	202
Tyler, Tex.	78.5	203
Janesville - Beloit, Wisc.	78.5	203
Eau Claire, Wisc.	78.5	203
St. Joseph, Mo.	78.2	206
Alexandria, La.	77.3	207
Vancouver, Wash.	77.1	208
Terre Haute, Ind.	77.1	208
Fort Smith, Ark.	77.0	210
Huntsville, Ala.	76.7	211
Galveston - Texas City, Tex.	76.6	212
Jackson, Tenn.	75.5	213
Monroe, La.	75.2	214
Hutchinson, Kans.	74.2	215
Chico, Cal.	73.8	216
Burlington, Vt.	73.8	216
Beaver County, Pa.	73.6	218
Bradenton, Fla.	72.9	219
Brownsville - Harlingen, Tex.	72.7	220
Tupelo, Miss.	72.3	221
Grand Forks, N.D.	72.0	222
Beckley, W.Va.	71.3	223
Decatur, Ill.	70.9	224
Provo - Orem, Utah	70.8	225
Hyannis, Mass.	70.4	226
San Luis Obispo, Cal.	69.9	227
Joplin, Mo.	69.1	228
Muncie, Ind.	68.7	229
Waterville, Me.	68.1	230
Lynchburg, Va.	67.9	231
Parkersburg - Marietta, W.Va.-Ohio	67.8	232
Tuscaloosa, Ala.	67.5	233
Lima, Ohio	67.1	234
Killeen - Temple, Tex.	66.9	235
Yakima, Wash.	66.4	236
Odessa, Tex.	65.8	237
Lewiston - Auburn, Me.	65.6	238
Lafayette - West Lafayette, Ind.	65.4	239
Muskegon, Mich.	63.2	240
La Crosse, Wisc.	63.2	240
Florence, Ala.	63.1	242
Pottsville, Pa.	62.7	243
Sunbury, Pa.	62.6	244
Florence, S.C.	62.6	244
Racine, Wisc.	62.4	246
Bremerton, Wash.	61.7	247
Ocala, Fla.	61.5	248
Lafayette, La.	60.4	249
Anniston, Ala.	60.3	250
Albany, Ga.	60.1	251
Wenatchee, Wash.	59.9	252
Dubuque, Iowa	58.6	253
Rapid City, S.D.	58.5	254
Great Falls, Mont.	58.5	254
San Angelo, Tex.	58.3	256
Owensboro, Ky.	58.0	257
Longview - Marshall, Tex.	58.0	257
Victoria, Tex.	57.9	259
Redding, Cal.	56.5	260
Richland - Kennewick - Pasco, Wash.	56.3	261
Rochester, Minn.	55.7	262
Olean, N.Y.	55.4	263
Elmira, N.Y.	55.4	263
Jamestown, N.Y.	54.6	265
Casper, Wyo.	54.5	266
Butler, Pa.	54.5	266
Olympia, Wash.	54.4	268
Pittsfield, Mass.	54.3	269
Quincy, Ill.	54.2	270
Paducah, Ky.	54.1	271
Missoula, Mont.	54.1	271
Charlottesville, Va.	52.9	273
Salina, Kans.	52.1	274
Jackson, Mich.	51.7	275
Medford, Ore.	51.6	276
Wausau, Wisc.	51.3	277
Battle Creek, Mich.	51.3	277
Elkhart - Goshen, Ind.	51.2	279
Bismarck, N.D.	50.9	280
Altoona, Pa.	50.9	280
Bryan - College Station, Tex.	50.7	282
Sandusky, Ohio	49.4	283
Kankakee, Ill.	49.2	284
Anderson, Ind.	48.9	285
Texarkana, Tex.-Ark.	48.2	286
Mansfield, Ohio	48.1	287
Bluefield, W.Va.	47.8	288
Mankato, Minn.	47.6	289
Sharon, Pa.	46.8	290
Naples, Fla.	46.3	291
Grand Junction, Colo.	46.3	291
Gadsden, Ala.	46.1	293
Fort Walton Beach, Fla.	46.1	293
Danville, Ill.	46.0	295
Salisbury, Md.	45.0	296
Kenosha, Wisc.	45.0	296
Panama City, Fla.	44.7	298
Enid, Okla.	44.4	299
St. Cloud, Minn.	44.3	300
Williamsport, Pa.	44.1	301
Fredericksburg, Va.	43.6	302
Wooster, Ohio	43.4	303
Minot, N.D.	42.5	304
Bloomington, Ind.	42.0	305
Hagerstown, Md.	41.7	306
Hickory, N.C.	40.8	307
Idaho Falls, Ida.	40.5	308
Lawton, Okla.	40.4	309
Glens Falls, N.Y.	40.0	310
Danville, Va.	40.0	310
Cumberland, Md.	39.4	312
Kokomo, Ind.	38.0	313
Burlington, N.C.	37.4	314
Sheboygan, Wisc.	37.0	315
Harrisonburg, Va.	36.9	316
Grand Island, Neb.	35.3	317
Longview, Wash.	32.9	318
Dover, Ohio	32.6	319
Clarksburg, W.Va.	32.2	320
Findlay, Ohio	24.4	321

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	171.8	60.3	1,345,179	564,665	134,974	71,300	22,396	125,780	22,423	48.3
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** St. Clair, Shelby.	804.6	302.6	7,883,113	3,902,841	894,388	439,816	204,556	911,554	143,754	58.1
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale; **20 - 49%:** Franklin.	169.0	63.1	1,425,804	719,125	149,486	110,017	27,954	184,623	20,130	46.0
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	124.6	46.1	978,552	455,105	123,712	61,206	16,037	90,076	15,782	54.7
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	208.0	76.7	2,360,593	1,098,675	215,974	161,471	58,292	274,626	29,171	71.6
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	513.9	182.8	4,700,642	2,517,184	631,934	329,873	113,178	556,234	106,802	50.6
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Crenshaw, Elmore, Macon.	363.8	128.8	3,112,415	1,576,302	345,931	211,627	58,401	385,308	62,867	42.8
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	191.2	67.5	1,454,532	780,554	207,647	102,258	30,618	157,459	25,062	40.9
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage, Matanuska-Susitna; **20 - 49%:** Kenai Peninsula, North Slope.	305.2	108.8	4,404,733	2,818,368	474,990	317,511	139,318	469,968	110,997	82.9
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, La Paz, Pinal.	1,986.4	753.0	21,038,289	11,764,499	2,686,899	1,304,652	767,723	2,253,109	538,848	51.4
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	720.4	277.1	6,703,784	3,554,289	825,068	484,887	221,610	669,872	167,721	48.4
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Sequoyah.	212.4	77.0	1,867,579	934,893	173,222	136,764	40,094	199,841	24,202	47.0
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Calhoun, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Izard, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	920.4	334.7	8,445,096	4,526,246	904,156	618,973	182,996	1,062,776	117,350	45.3
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	134.2	48.2	1,160,250	726,859	152,771	98,223	32,098	140,029	22,036	54.9
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,103.6	749.3	29,712,443	14,426,479	2,737,929	1,775,208	752,081	3,241,442	428,611	38.9

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FAIRBANKS NEWS-MINER
ANCHORAGE TIMES
JUNEAU EMPIRE
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Influence Orange County power brokers

Orange County, California. In addition to being California's second-largest market with over 2 million residents, it's home to international corporations and over 45,000 diverse firms.

Orange County is also home to scores of business leaders who exert their influence in many ways. They represent a potent buying force for upscale products of all kinds, helping to effect total retail sales that are exceeded by only twelve markets in the nation.

And The Orange County Register MetroGroup represents your most effective means to influence these power brokers.

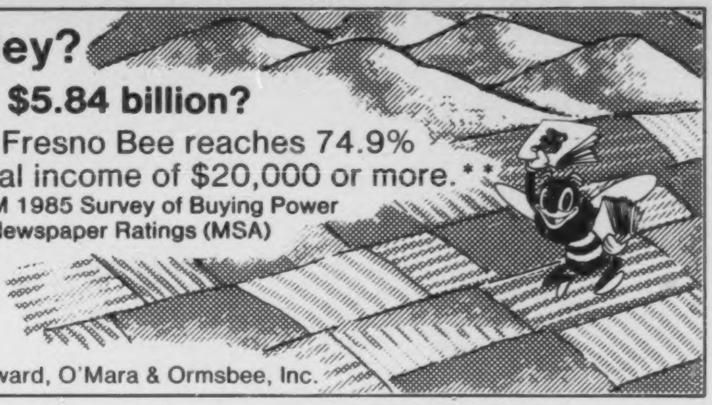
The MetroGroup has by far the greatest readership of any newspaper in Orange County.

It's particularly effective to reach those you want to influence most. In just five issues you reach over 1 million adult readers and 62% of the county's chief wage-earners. So to be influential among the influential, turn to the leader. Turn to The Orange County Register MetroGroup.

THE ORANGE COUNTY
Register
METROGROUP

Orange County, California

Represented nationally by Story & Kelly Smith
Sources O.C. Employment Development Dept., S&MM, Survey of Buying Power, 1985; Simmons Scarborough 1985 Newspaper Ratings Study



How green is our valley?

How about an MSA EBI of $5.84 billion?

A single weekday issue of The Fresno Bee reaches 74.9% of the total adults with an annual income of $20,000 or more.**

*$10,544,648,000 in the Fresno ADI S&MM 1985 Survey of Buying Power

**Simmons 1983 National Study of Local Newspaper Ratings (MSA)

The Fresno Bee
in the heart of California
(209) 441-6246

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984										
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
CA (cont.)										
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	460.5	162.3	4,841,829	2,471,657	585,619	239,195	113,637	536,088	84,000	47.9
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	186.8	73.8	1,717,128	920,075	254,035	87,992	37,031	162,094	48,254	34.5
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	645.1	226.9	6,527,985	3,097,442	710,624	330,187	146,136	687,353	156,763	51.7

Newspapers: Now more than ever, the sales manager's medium

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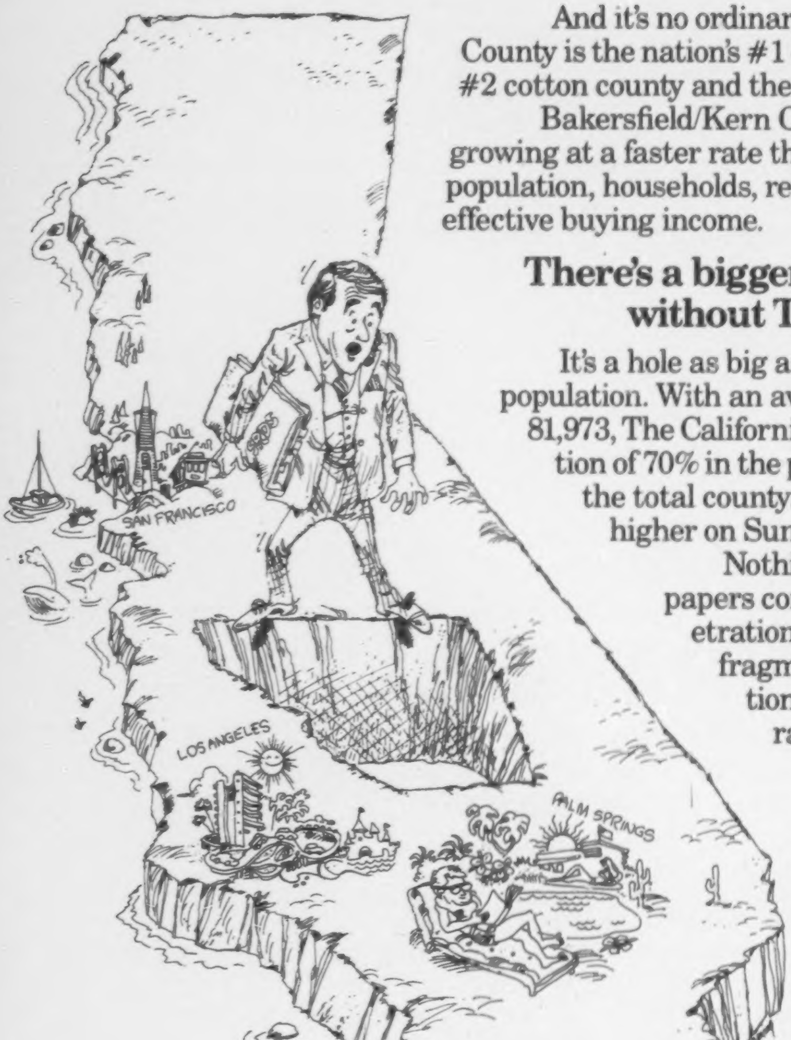
There's a Big Hole In California Without Bakersfield/Kern County.



And it's no ordinary hole–it's a gold mine! Kern County is the nation's #1 oil producing county, the nation's #2 cotton county and the #3 agricultural producer.

Bakersfield/Kern County is a Top 100 Market, growing at a faster rate than California and the U.S. in population, households, retail sales, food store sales and effective buying income.

There's a bigger hole in Kern County without The Californian.

It's a hole as big as two-thirds of the adult population. With an average daily circulation of 81,973, The Californian has a household penetration of 70% in the primary market and 50% in the total county/Bakersfield MSA. It's even higher on Sundays.

Nothing else comes close. L.A. newspapers combined have only 7% daily penetration. Electronic media is fragmented by 3 network TV stations, 11 cable systems and 23 radio stations.

Kern County reads The Californian, and we read you. For a test market campaign or a continuing advertising program, without The Californian you don't have Kern County. And if you don't have Kern County you don't have a handle on California.

For complete market information, rates etc., please call 805-395-7249.
Represented nationally by:
Story & Kelly-Smith, Inc.

The Bakersfield Californian

We Read You.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
CA (cont.)										
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%:** Inyo, Los Angeles, Orange, Ventura.	10,628.3	3,840.4	132,915,562	65,584,827	13,124,530	7,677,169	3,675,959	14,343,604	2,154,061	43.5
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	299.8	107.2	2,972,588	1,607,880	378,400	203,594	96,918	286,190	83,282	54.0
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,875.8	726.3	25,682,910	11,587,461	2,373,522	1,490,948	593,135	2,519,355	458,554	35.1
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	596.9	199.2	7,570,210	3,137,801	678,402	424,554	124,480	791,835	110,513	22.2
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	148.3	56.5	1,302,395	764,853	191,540	74,173	24,311	129,412	49,101	58.6
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,825.4	651.7	19,030,644	9,218,191	2,146,975	1,138,732	402,384	1,947,303	295,199	39.7

WHAT DO YOU HAVE AGAINST PEOPLE WITH MONEY?

If you didn't include The Tribune in your last Bay Area buy, either you didn't get the facts, or you have something against people with money.

And we know that's not the case.

The surprising facts are that the most affluent metro market in the San Francisco ADI is the Oakland PMSA...the Greater East Bay. It has more population (1.9 million), more households (726,300), and more effective buying power ($26 billion) than either San Francisco or San Jose.*

And The Tribune is the best-read newspaper in the East Bay. It reaches 390,000 daily readers and 447,300 on Sunday throughout the Bay Area.**

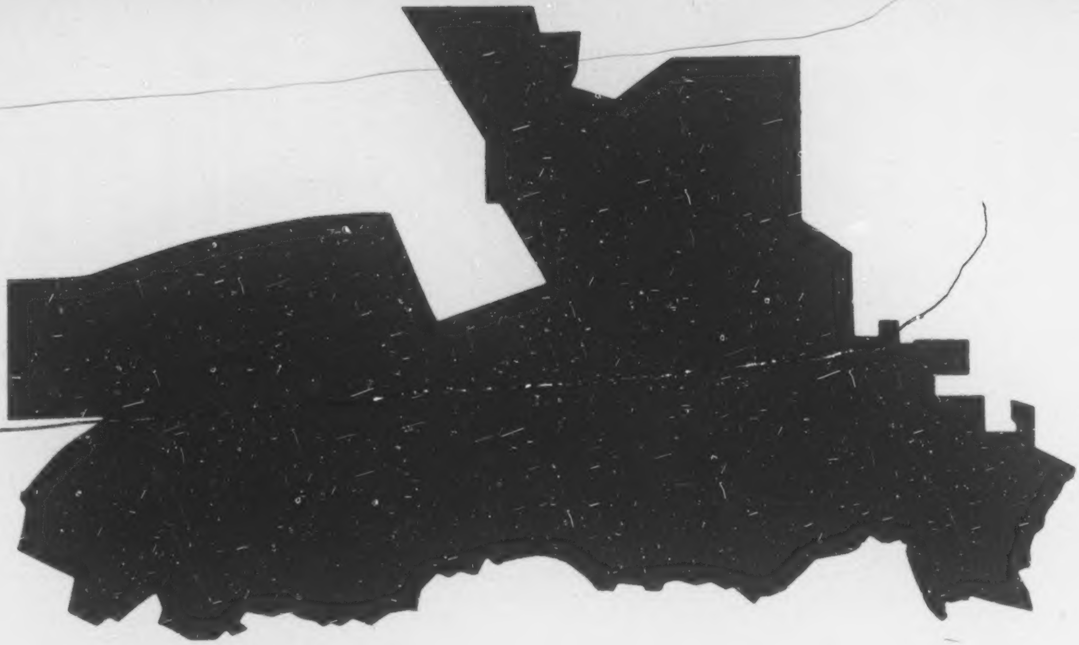
So next time you buy the Bay Area, be sure to include The Tribune. Because it never hurts to have money on your side.

THE TRIBUNE
U.S. says 'no deals' on Star Wars

THE TRIBUNE

The Greater East Bay's
Greater Newspaper.
Call (415) 645-2521
or any Branham office.

*Survey of Buying Power, 1985
**Simmons-Scarborough, 1985



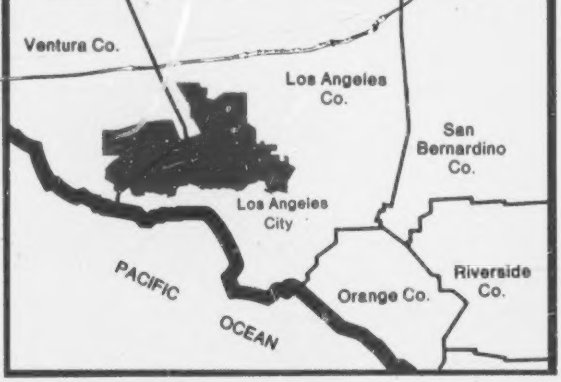
What do you make of this?

If you're an advertiser, you probably recognize it already. It's the Daily News market of Los Angeles, and quite frankly, you'd have to be crazy not to include it in your media mix.

Why? With nearly two million people, the Daily News market is home to L.A.'s most affluent, free-spending population. Here, residents earn an average household income over $37,000 a year, and generate nearly $16 billion in retail sales.

Plus, the fact that the Daily News is Southern California's fastest-growing major newspaper should tell you a lot about how effectively it serves this lucrative retail region.

So before you go mad trying to figure out the L.A. media melee, why not consider the Daily News first. Once you know what it is, it seems so obvious.



Source: National Planning Data, 1984;
Editor & Publisher Market Guide, 1985;
ABC Publishers' Statements, Sept. 1984.

Interesting, isn't it?

Daily News
LOS ANGELES

Represented nationally by Sawyer-Ferguson-Walker Company, Inc.

A dream course for area golfers
The Sacramento Bee
The Sacramento Bee

one-half million

The Sacramento Bee breaks through the half-million mark in daily readership.

It's big news! The Sacramento Bee now has a daily readership of 517,000 and a Sunday readership of 616,000.*

More people than ever are reading The Bee because of its improved and expanded sections and features. We're pleased with these improvements--but we're even more pleased with the enthusiastic response we get from our readers.

In the nation's 20th largest ADI, one newspaper stands alone . . . *

*Sacramento/Stockton ADI - 1985 Simmons-Scarborough study

The Sacramento Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont.)										
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Plumas, Sierra, Yolo.	1,302.2	509.5	14,811,382	7,520,502	1,627,718	837,213	376,237	1,675,204	322,192	57.0
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	324.8	107.6	3,527,592	1,715,354	307,415	180,160	83,711	388,399	68,314	29.5
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,085.3	766.5	25,198,528	11,745,639	2,246,213	1,559,210	642,663	2,694,943	364,361	52.1

YOU WOULDN'T FIGHT THE CHAMP WITH ONLY ONE GLOVE

And you can't cover Sacramento with only one newspaper

Market Newspaper Penetration	
Sacramento Union/Bee	65%
Los Angeles Times/ Herald-Examiner	30%
San Francisco Chronicle/Examiner	27%
Daily Circulation	

Sacramento has the highest newspaper penetration of any major market in the Western States. It takes two newspapers to reach the upscale high-spending Sacramento market.

Sacramento Union readership delivers over 5 billion dollars in spendable income . . . and exceeds market averages in virtually every demographic target. The Union provides the extra strength and reach necessary to cover one of America's most profitable markets.

The Sacramento Union

You Can't Cover Sacramento Without It

Represented nationally by Landon Assoc., Inc.

SOURCE: ABC Fas Fax 3/31/85.
S&MM Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont.)										
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Contra Costa, Sonoma.	2,571.8	1,037.9	38,217,251	18,267,804	3,632,632	2,196,933	984,421	3,372,121	668,062	48.1
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,377.5	485.9	19,844,541	9,363,319	1,750,828	1,274,844	566,200	2,059,584	345,225	51.8
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	183.6	69.9	2,069,202	957,539	237,542	48,228	38,707	167,991	43,157	37.8
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	322.0	120.1	3,989,542	2,411,063	469,757	224,176	136,558	428,162	87,560	38.7
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	216.8	82.5	2,755,368	1,157,564	277,182	91,784	51,366	229,470	46,405	33.4
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	335.3	130.9	4,172,613	1,842,610	433,234	201,112	90,447	336,591	94,307	48.0
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	393.0	143.2	3,866,246	1,877,289	425,031	217,022	90,594	405,617	89,029	34.8

Whose Income Is not Included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

THE BEAUTY IS IN THE NUMBERS

Beautiful. That's the San Francisco market. Aesthetically — and numerically. Like its charms, the City's economic strength extends across an ADI 10 counties wide. Encompassing 5 metro areas. Including 4 out of the 5 richest counties in California. And adding up to an exquisite advertising opportunity in the pages of Northern California's No. 1 newspaper combination.

Consider these national rankings among the top 10 ADIs, the achievement of a remarkably active 5.3 million people who avidly enjoy their affluence:

#1
in per capita effective buying income
in per capita retail sales
in percentage of travelers
in percentage of adults owning stock
in per capita food store sales

And, among *all* U.S. ADIs, San Francisco ranks fifth for total retail sales ($33 billion) and for total EBI ($69 billion). Sixth for population.

Beautiful. That's the cost effectiveness of a single media buy that reaches more than 2 million readers across this market with 5 issues — The Chronicle and The Examiner.

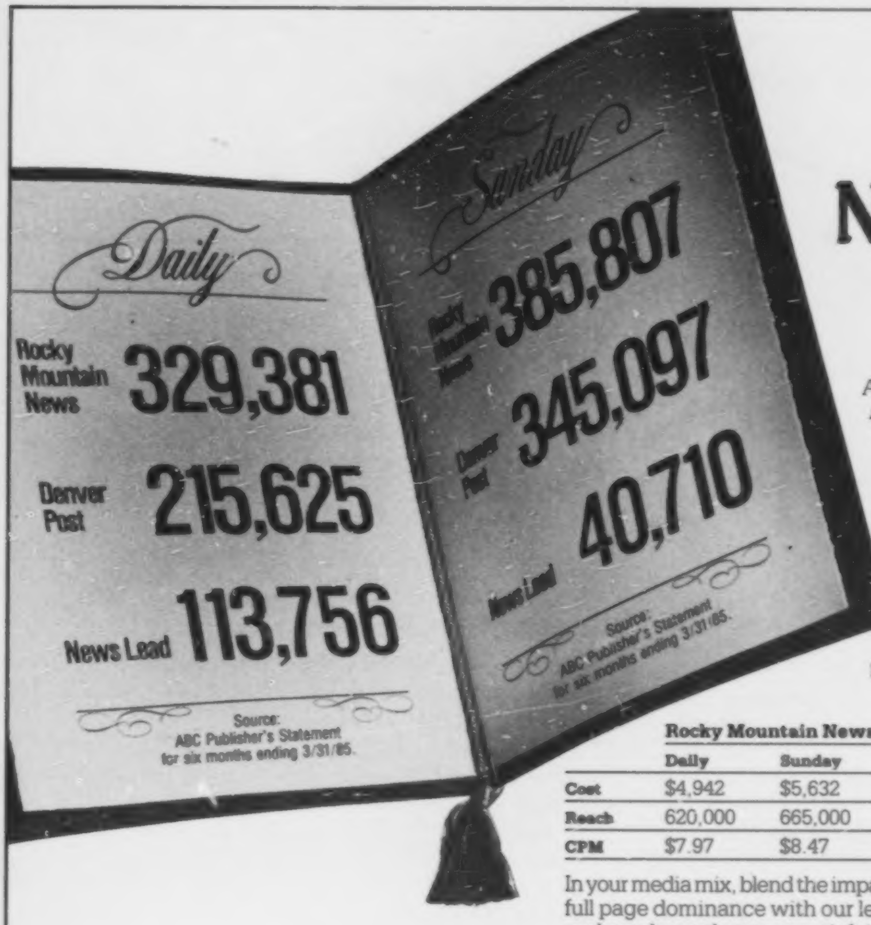
REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner
925 MISSION STREET SAN FRANCISCO CA 94103

Sources: The Scarborough San Francisco Market Study, 1984, 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1984; Mediamark Research, 1984

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	215.2	82.7	2,658,414	1,459,568	337,334	126,247	108,342	286,354	34,605	34.9
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	356.0	130.5	3,636,548	2,100,992	394,523	274,023	118,531	447,448	34,110	99.1
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Hinsdale, Jefferson; **20 - 49%:** Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Gilpin, Grand, Gunnison, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, Sedgwick, Summit, Washington, Yuma.	2,193.4	862.4	27,755,792	14,765,708	3,114,006	1,576,722	984,837	2,738,313	365,794	57.9
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	123.8	46.3	1,261,788	844,571	189,541	83,969	46,019	168,603	22,705	57.7
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Baca, Bent, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	249.8	93.0	2,083,789	1,116,522	298,529	131,966	57,542	175,461	39,916	51.0


Daily
Rocky Mountain News 329,381
Denver Post 215,625
News Lead 113,756
Source: ABC Publisher's Statement for six months ending 3/31/85.
Sunday
Rocky Mountain News 385,807
Denver Post 345,097
News Lead 40,710
Source: ABC Publisher's Statement for six months ending 3/31/85.

Nouveau Reach

According to the latest ABC Publisher's Statement of paid circulation, Denver's main course daily and Sunday is the Rocky Mountain News.

Our secret ingredient is in our tantalizingly low CPM. With low costs for full page dominance, the News is more filling with less waste.

	Rocky Mountain News		Denver Post	
	Daily	Sunday	Daily	Sunday
Cost	$4,942	$5,632	$9,064	$11,403
Reach	620,000	665,000	378,000	592,000
CPM	$7.97	$8.47	$23.98	$19.26

In your media mix, blend the impact of Rocky Mountain News full page dominance with our leading circulation numbers and you have the most satisfying recipe to reach Denver. Call general advertising (303)892-5304.

SOURCE: Belden '84, Open General Rate. Full Page. Post Rate Card 7/1/85. News Rate Card 10/1/85.

Rocky Mountain News

A SCRIPPS HOWARD NEWSPAPER REPRESENTED NATIONALLY BY STORY & KELLY-SMITH, INC.
ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • LOS ANGELES • NEW YORK • PHILADELPHIA • SAN FRANCISCO

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CONNECTICUT											
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	815.1	290.2	13,532,590	5,873,912	1,111,608	665,027	285,953	1,130,176	147,118		49.0
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,080.7	387.8	14,329,931	6,720,220	1,309,633	713,703	300,214	1,334,237	247,912		72.0
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	932.3	342.1	12,289,684	5,305,476	1,173,977	593,643	225,721	1,008,183	158,761		64.0
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	240.8	68.0	3,211,271	1,449,892	281,396	109,961	63,987	353,427	40,001		41.9
DELAWARE											
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	575.0	204.1	6,529,655	3,560,181	676,582	465,133	172,134	748,048	117,349		54.4
DISTRICT OF COLUMBIA											
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,625.2	1,331.7	53,050,159	23,735,593	4,478,961	2,942,606	1,404,359	5,405,487	840,025		68.8
FLORIDA											
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	173.6	72.9	1,825,773	1,108,295	224,777	114,793	56,832	336,814	36,666		41.3
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	321.8	134.2	3,399,518	1,869,453	415,769	204,883	96,846	430,168	79,607		70.2
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,142.0	478.3	14,520,607	8,124,536	1,408,470	841,158	513,763	2,402,153	260,865		39.1
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	332.4	140.3	3,707,870	2,109,704	457,068	219,540	151,460	513,454	88,033		47.3
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	128.8	46.1	1,285,244	774,154	133,717	106,481	50,747	190,406	19,102		57.7
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	242.6	87.0	2,163,557	1,228,150	293,832	141,682	50,784	278,918	30,020		53.5
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden, Charlton.	832.0	305.1	8,486,021	4,691,646	870,676	467,482	202,791	1,283,502	167,251		59.2

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

THE HARTFORD-NEW HAVEN ADI
NEW HAVEN PMA
New Haven— The 5th hottest market nationwide*

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 500,000 adults 18 +.

FACT 3 The Register and/or Journal-Courier reaches 52% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company Source: New Haven CMS conducted by Belden Associates, 1985

S&MM's SURVEY OF NEWSPAPER MARKETS

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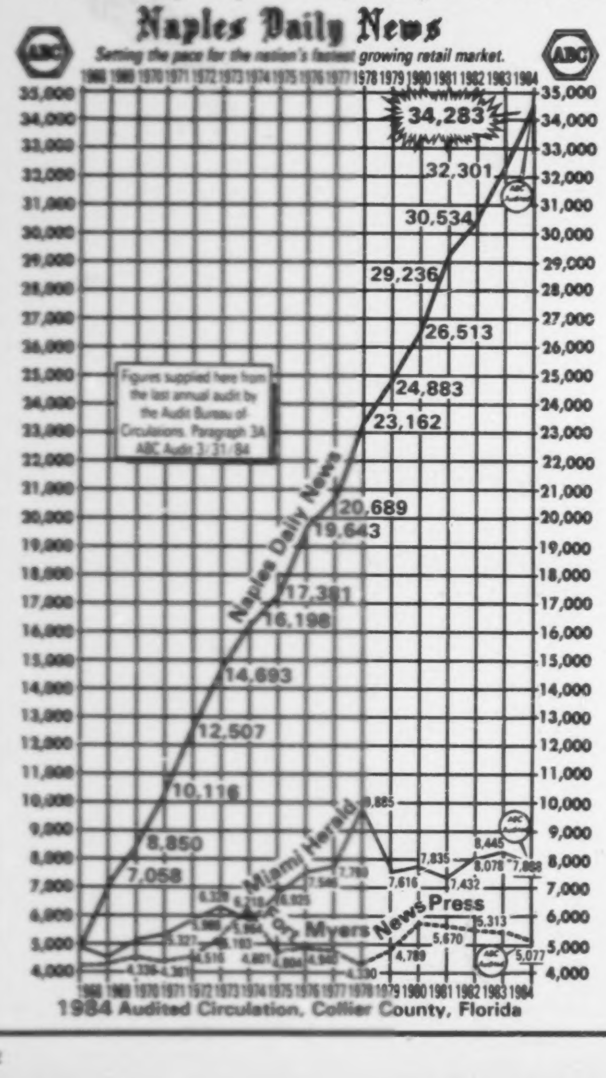
FL (cont.)										
LAKELAND-WINTER HAVEN (Polk) . . . 20 - 49%: Polk.	357.2	130.9	3,257,937	1,915,592	450,176	227,681	65,180	524,782	55,608	46.1
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . Over 50%: Brevard.	330.0	131.1	3,410,429	1,881,098	341,792	260,545	84,554	505,824	98,675	52.4
MIAMI-HIALEAH (Dade) . . . 20 - 49%: Dade, Monroe.	1,825.0	681.3	19,465,699	12,433,472	2,065,675	1,431,561	668,290	3,302,388	496,094	48.0
NAPLES (Collier) . . . Over 50%: Collier.	112.5	46.3	1,294,023	904,525	190,387	73,392	78,306	208,466	31,018	51.3
OCALA (Marion) . . . Over 50%: Marion.	159.7	61.5	1,321,710	983,390	201,726	111,732	52,513	209,492	31,405	54.4
ORLANDO (Orange) . . . Over 50%: Orange, Osceola, Seminole; 20 - 49%: Lake.	959.9	360.8	10,130,642	6,344,581	1,189,041	697,602	299,033	1,820,749	156,466	53.7
PANAMA CITY (Bay) . . . Over 50%: Bay; 20 - 49%: Gulf.	120.6	44.7	945,630	728,076	118,458	86,509	34,672	209,372	21,172	63.4

THE NATION'S *FASTEST* GROWING METRO MARKET...

*1984 Sales Marketing Management Survey of Buying Power, October 29, 1984.



1984 Audited Circulation, Collier County, Florida

NAPLES FLORIDA!

NOW WE'RE AN MSA!

This Naples, Florida market exceeding 100,000 population is a better buy than ever. With 96% penetration of our primary market Sunday and 80% daily*, the Naples Daily News offers dominant coverage of this exciting, high income market with virtually no overlap in demographics or circulation. *FAS—FAX 3/31/84

For a copy of our latest market brief, "The Affluent Market," send us your business card today.

(813) 263-4730

Naples Daily News

1075 Central Ave. Naples, Fl 33940

S&MM's SURVEY OF NEWSPAPER MARKETS

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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
FL (cont.)											
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	320.3	115.3	3,220,660	1,675,803	353,344	259,428	78,273	423,270	39,235		50.4
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	415.2	181.8	4,756,680	2,909,257	561,259	314,742	200,778	778,068	109,432		48.9
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	277.5	99.9	2,470,788	1,322,118	298,978	198,700	76,919	230,433	36,495		47.8
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands.	1,988.9	824.9	21,374,980	11,596,959	2,540,689	1,335,578	652,211	2,891,975	368,035		63.7
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Martin, Okeechobee, Palm Beach.	814.5	341.4	10,792,032	5,750,736	1,137,803	616,416	377,483	1,483,427	200,711		36.6
GEORGIA											
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Randolph, Terrell, Worth.	182.1	60.1	1,409,479	830,029	191,167	102,020	40,214	201,005	22,332		50.0
ATLANTA (Fulton) . . . **Over 50%:** Fulton; **20 - 49%:** Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Gwinnett, Henry, Newton, Rockdale, Towns.	2,146.0	787.6	25,934,583	14,473,899	2,453,698	1,917,911	669,408	3,522,924	403,338		41.9

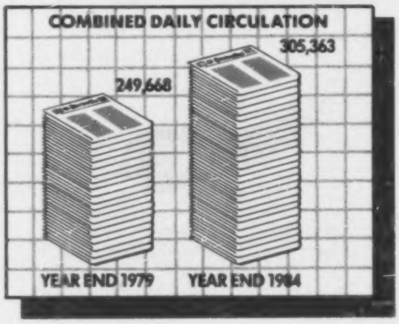
Amazing

Circulation Fact:

THE ST. PETERSBURG TIMES/EVENING INDEPENDENT DAILY CIRCULATION HAS GROWN 22.3% IN THE PAST FIVE YEARS. SUNDAY CIRCULATION IS UP 30%.*

Today, the St. Petersburg Times has the largest daily circulation of any newspaper between Miami and Washington, D.C. And with a bold new look and spirit, the Evening Independent is winning new readers every day.

You'll find these amazing circulation facts plus retail sales by category, bank deposits, savings, investments, real estate activity and more in Suncoast '86. For your copy of this information-packed market guide, call 813/893-8249.



St. Petersburg Times
evening
Independent

P.O. Box 1121, St. Petersburg, FL 33731
Represented nationally by Story & Kelly-Smith, Inc.

*Source: ABC Reports, 12 months ending Dec. 31, 1979 and 12 months ending Dec. 31, 1984.

MAINTENANCE.

IT'S HOW TRINET'S DATA BASE GIVES YOU THE EDGE IN THE REAL WORLD.

The person who said there is nothing permanent except change could have been referring to Trinet's Data Base of U.S. Business Information. Establishing the data base took a great deal of hard work. To maintain it we have to work even harder. Containing information on approximately 500,000 business establishments accounting for over 80% of domestic sales, it includes information that not only defines your market but, more importantly, your high-potential prospects.

One-of-a-kind data base for the business-to-business marketer.

Trinet's data base is constantly updated using sophisticated processing procedures and research techniques that review the base from every perspective. And our research staff makes sense of all the new information, so you don't have to. Over 600,000 telephone interviews are conducted annually. It is the only data base of its kind available that is verified using annual industry statistics.

A variety of applications and formats.

The data base provides sufficient data to support a variety of applications. These range from applications customized to specific industries to information products such as Trinet's Market Share Report. The data base can also be used for list development in telemarketing projects (and when used in combination with Trinet's full service, fully staffed telemarketing capability provides a service unmatched in the business-to-business market). You can receive the information on diskette, with associated software, for use on your personal computer; in computer-readable form for use with your in-house data processing department; in Standard Reports; in custom reports tailored to specific needs; and on-line, available through Dialog, Data Resources, Inc., and Control Data's Business Information Services.

Standing out in the real world.

Trinet, a subsidiary of the multi-billion dollar Control Data Corporation, is determined to be the leader in the business of providing sales and marketing information products and services to the business-to-business market. Our commitment to excellence is demonstrated by the painstaking attention given to maintaining our data base. Hundreds of sources are tapped in our determination to maintain Trinet's Data Base of U.S. Business Information as a vital, flexible and profitable tool for the business-to-business marketer operating in a constantly changing real world.

Which is where we came in.

For more information please contact our marketing department at the address below.

TRINET

Trinet, Inc
Marketing Department
9 Campus Drive
Parsippany
New Jersey 07054
201-267-3600

A subsidiary of Control Data Corporation.

S&MM's SURVEY OF NEWSPAPER MARKETS

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GA (cont.)										
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Glascock, Richmond; **20 - 49%:** Burke, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	454.2	156.3	3,983,917	1,924,811	418,376	231,180	94,264	462,584	70,425	47.5
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee, Muscogee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Stewart, Talbot, Webster.	278.0	93.3	2,317,943	1,172,539	219,559	158,664	69,377	312,564	33,625	53.4
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Dooly, Houston, Jones, Monroe, Peach, Pulaski, Telfair, Twiggs, Wilkinson.	391.4	134.3	3,690,115	1,867,995	405,700	236,798	87,922	481,228	60,867	42.8
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall, Wayne; S.C.: Jasper.	376.0	127.1	3,264,825	1,767,848	360,632	192,157	97,103	404,534	54,165	50.2
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	946.8	294.5	10,695,181	5,762,408	1,073,624	778,863	196,700	717,381	332,214	64.8

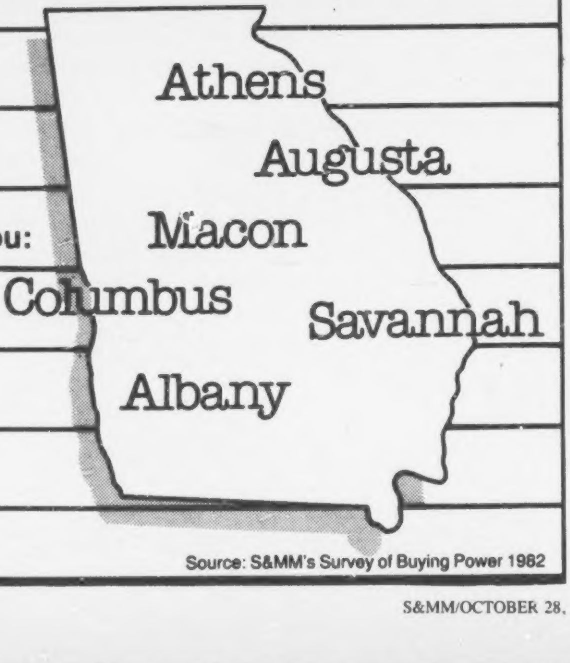
The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,356,500 Population
- 468,500 Households
- $11,520,378,000 Effective Buying Income
- $6,466,824,000 Retail Sales
- $1,298,502,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales



Source: S&MM's Survey of Buying Power 1982

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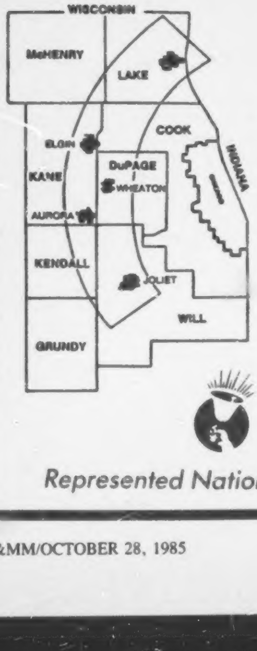
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	277.3	99.7	2,707,883	1,180,931	308,597	87,041	67,362	211,068	59,104	47.2
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville, Jefferson; **20 - 49%:** Butte, Clark, Custer, Fremont, Madison, Teton.	131.3	40.5	1,089,998	624,227	146,263	57,833	50,461	109,724	27,060	54.3
ILLINOIS										
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	339.8	118.0	4,154,226	1,602,306	318,477	194,114	59,815	282,125	80,127	51.3
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	267.0	96.1	3,007,678	1,238,808	231,365	137,126	51,419	298,980	41,448	50.7
CARBONDALE (Jackson) . . . **20 - 49%:** Franklin, Jackson, Perry, Union, Williamson.	208.1	81.7	1,832,763	1,008,834	199,044	123,050	40,632	231,844	33,028	32.4
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.8	80.6	2,314,493	1,124,689	205,727	143,171	47,312	216,335	41,617	51.0

GCN

AURORA Beacon-News (312) 844-5858
JOLIET Herald-News (815) 729-6137
ELGIN Courier-News (312) 888-7790
WHEATON Daily Journal (312) 231-7971
LAKE CO. News-Sun (312) 336-7000

GREATER CHICAGO NEWSPAPERS



In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties, 12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate
★ 96% Home Delivery
★ News Plan Discounts
★ SAU Price Structure

Copley Newspapers

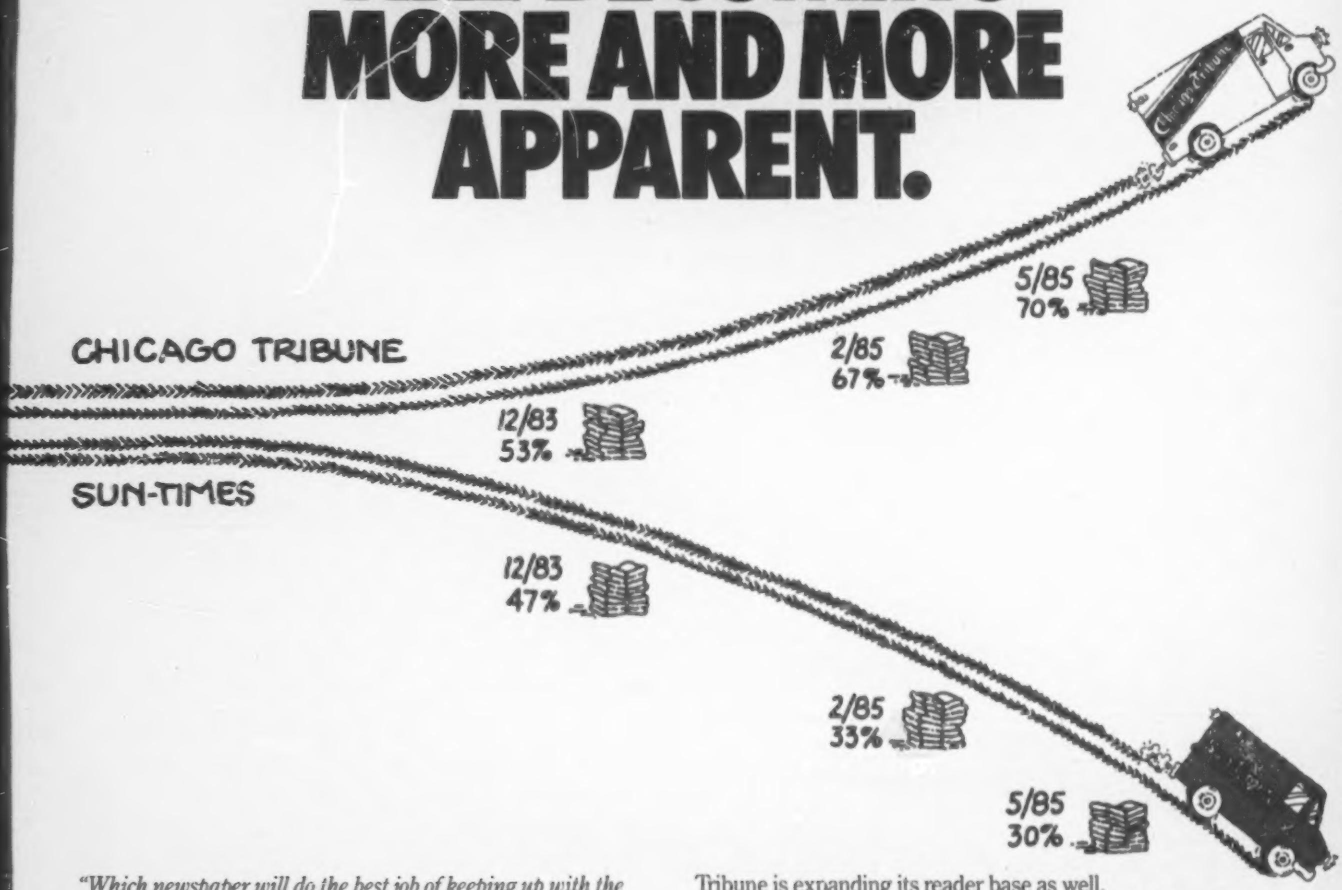
A MARKET APART

Represented Nationally by Sawyer, Ferguson, Walker Co., Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
IL (cont.)										
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,176.6	2,575.3	89,300,660	38,659,199	6,720,251	4,570,910	1,946,299	7,625,481	1,880,875	51.0
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	122.0	46.0	1,176,692	560,822	130,592	66,167	19,984	112,952	24,866	56.1
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	444.6	166.9	5,216,542	2,359,175	473,479	322,729	96,111	545,642	85,705	54.2
DECATUR (Macon) . . . **Over 50%:** Macon; **20 - 49%:** Moultrie, Piatt, Shelby.	187.9	70.9	2,030,624	842,978	165,814	116,149	39,956	187,255	34,393	54.7
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	382.8	124.9	4,237,576	1,412,273	267,411	150,414	39,861	317,390	71,067	36.8
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	136.7	49.2	1,332,341	569,748	123,743	65,905	25,078	129,772	24,240	58.0
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	470.5	154.6	6,722,343	2,704,973	391,237	244,294	118,359	921,683	113,874	26.2
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Stark, Woodford.	435.6	161.3	5,176,439	1,978,593	415,419	260,609	87,755	448,206	64,445	55.5
QUINCY (Adams) . . . **Over 50%:** Adams; MO.: Lewis; **20 - 49%:** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	141.1	54.2	1,224,954	630,374	130,190	86,577	23,159	167,007	18,826	49.3
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	329.0	121.3	3,748,066	1,635,987	329,168	214,243	77,539	368,782	49,144	50.0
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, Warren.	2,597.2	937.0	29,121,475	14,987,383	3,179,951	2,135,415	643,658	3,330,498	408,884	52.7
SPRINGFIELD (Sangamon) . . . **Over 50%:** Menard, Sangamon; **20 - 49%:** Cass, Christian, Macoupin.	297.2	117.2	3,289,095	1,472,160	293,611	194,974	64,111	300,354	75,885	53.0
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	133.8	48.9	1,375,943	736,043	170,627	87,644	28,919	160,968	33,842	71.8
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.1	42.0	1,074,695	562,250	112,071	70,543	24,245	109,340	20,313	56.5
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	143.3	51.2	1,444,585	968,592	210,623	80,083	21,631	345,429	33,474	51.9
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	387.8	143.9	3,904,150	2,112,724	463,705	283,260	93,305	431,933	72,768	62.6
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley.	511.9	182.5	5,071,541	2,684,671	538,826	315,815	126,539	570,091	110,305	62.2
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	665.5	225.6	6,384,826	3,521,372	756,256	411,769	133,790	669,342	185,941	59.6
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%:** Boone, Morgan, Putnam, Rush, Shelby.	1,247.6	454.6	13,537,711	7,745,717	1,336,513	947,877	326,638	1,774,098	333,095	66.9
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.3	38.0	1,151,499	653,857	122,162	78,550	21,560	159,159	29,139	67.0
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	185.6	65.4	1,810,931	925,331	165,617	119,673	32,780	216,961	40,183	47.4
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	192.6	68.7	1,784,995	1,013,845	212,749	108,146	51,063	198,803	49,667	64.3

THE DIFFERENCES BETWEEN CHICAGO'S MAJOR NEWSPAPERS ARE BECOMING MORE AND MORE APPARENT.



"Which newspaper will do the best job of keeping up with the changes and interests of the people of Chicago?"

That question was put to Chicagoans as part of an independent study. As you can see, when it comes to reader confidence, the Chicago Tribune is really picking up momentum.

And as momentum has shifted, so have reading habits.

As part of that same study, people were asked if they were reading any newspaper more often. 50% more Chicagoans answered the Tribune than Chicago's other daily.

A prime reason why, in the last two years, the Tribune's audience lead over the competition has increased significantly.

Most importantly, the Tribune's strong momentum comes from *all* key demographic groups.

Compared to Chicago's other newspaper, the Tribune provides better coverage of the 18-34 age group. Better coverage of 35-54-year-olds. And better coverage of all Chicagoans in the 55 and older group.

In terms of household income, the Tribune is expanding its reader base as well.

According to the new Simmons-Scarborough study, the daily Tribune reaches two-thirds of all Chicagoans earning $20,000 or above, significantly better coverage than Chicago's other newspaper. And as usual, the Tribune is by far the preferred newspaper of Chicagoans with household incomes in excess of $35,000.

So it's not surprising that this year's Simmons-Scarborough also shows that the Tribune reaches 85% of all Chicagoans who took three or more domestic air trips during the past year.

77% of all the people who went to five or more movies in the past three months. And 70% of all Chicagoans who bought a new car in the past two years.

Simply stated, both of Chicago's major newspapers are really on a roll. But in very different directions.

Which just goes to prove that even though Chicago may still be a two-paper town, it's only a one-paper buy.

Chicago Tribune

Sources: MORI February and May 1985; 1985 Simmons-Scarborough National Newspaper Study, 5 issue daily cume; R. H. Bruskin Study, Dec. 1983.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
IN (cont.)										
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	350.8	127.5	3,448,035	1,822,927	343,327	228,878	109,170	405,919	84,552	61.2
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	207.6	77.1	1,878,493	1,207,230	226,517	135,071	35,388	250,044	38,160	45.0
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	270.2	102.6	2,963,728	1,318,974	294,535	187,929	55,299	275,945	39,823	57.3
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	444.6	166.9	5,216,542	2,359,175	473,479	322,729	96,111	545,642	85,705	54.2
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Warren, Washington, Wayne, Winnebago, Wright.	1,179.2	457.1	12,538,477	5,978,191	1,383,575	628,012	249,372	1,372,537	158,128	36.6
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	169.8	58.6	1,550,536	749,261	158,955	94,705	34,011	158,854	24,281	50.5
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	253.4	94.3	2,282,681	1,217,661	272,547	124,930	43,505	300,354	35,288	51.4
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	245.2	90.0	2,558,685	1,056,296	233,070	118,686	42,164	249,029	36,439	51.7
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno; **20 - 49%:** Clark, Comanche, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	192.9	74.2	2,044,196	899,883	209,716	62,989	39,984	266,661	23,000	45.1
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Atchison, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Howard, Johnson, Livingston, Ray, Saline.	1,767.4	658.4	20,858,182	10,838,159	2,100,458	1,492,025	424,551	2,589,237	298,437	74.1
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Republic, Smith.	131.3	52.1	1,277,735	707,029	151,290	61,983	32,914	180,211	19,000	46.4

Serving The Greater South Bend Area

South Bend Tribune

Test Marketing expert states:

"SOUTH BEND AMONG 8 CITIES RANKED THE MOST AVERAGE OF THE AVERAGE"

According to a leading ad agency's Senior Vice President, Media, "Some cities may have been overworked as test markets...and could have become jaded...and therefore display atypical reactions.

"And the census data show dramatic population changes in others.

"As a result," he continued, "we dropped 17 cities from our list of recommended test markets, added 18, and still name South Bend among the 8 cities we consider the 'most average of the average' – a sort of Middle America honor roll of test markets."

For the facts and figures that make South Bend the ideal test market for your product or service, write now or call for your copy of the *South Bend Tribune's 1985 Market Data book.*

Serving The Greater South Bend Area

Albert E. Petersohn, General Advertising Manager, South Bend Tribune, South Bend, Indiana 46626 • 219/233-6161 • Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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KS (cont.)										
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	259.4	99.2	3,045,197	1,275,812	290,266	157,765	49,163	289,657	42,842	55.8
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Wondson.	538.7	206.0	7,050,631	3,059,065	617,105	430,713	141,381	754,405	67,028	49.2
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette, Woodford; **20 - 49%:** Anderson, Bourbon, Clark, Franklin, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott.	528.7	192.6	5,263,465	2,835,132	598,252	415,556	113,035	572,477	92,125	43.2
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,201.6	429.1	12,133,143	6,176,659	1,321,046	905,312	268,156	1,239,499	240,032	60.5
OWENSBORO (Daviess) . . . **Over 50%:** Daviess; **20 - 49%:** Hancock, McLean, Muhlenberg, Ohio.	162.1	58.0	1,488,376	801,276	205,746	115,060	31,143	158,369	34,026	55.4
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	139.2	54.1	1,347,923	641,320	154,805	68,922	26,011	125,755	25,389	48.8
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	222.8	77.3	1,835,251	890,436	198,990	123,386	41,086	189,692	37,792	44.2
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	642.4	215.8	6,425,456	3,322,831	757,643	454,093	197,376	623,660	101,383	47.1
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	169.8	60.4	1,928,659	1,423,728	235,109	207,707	75,297	265,575	33,530	41.5
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu, Cameron; **20 - 49%:** Beauregard, Jefferson Davis.	253.3	87.0	2,379,867	1,293,696	323,261	132,167	62,410	236,788	52,868	45.1
MONROE (Ouachita) . . . **20 - 49%:** Caldwell, Ouachita, Richland, Union, West Carroll.	214.9	75.2	1,719,187	994,977	199,327	132,099	52,735	211,688	39,859	38.2
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. John the Baptist, St. Tammany.	1,364.5	495.7	13,888,594	7,660,408	1,752,784	866,401	448,464	1,203,381	328,725	49.9
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	475.4	173.2	4,703,893	2,477,493	527,982	329,479	128,490	478,877	74,618	51.9
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	388.6	137.1	3,270,453	1,901,229	456,800	199,299	52,020	388,878	67,930	54.5
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	179.7	65.6	1,634,906	861,952	211,118	85,686	20,700	196,385	28,179	66.0

LEXINGTON
KENTUCKY

In one of the nation's most lucrative marketplaces, the Lexington Herald-Leader has put it all together . . . everything you want in a simple, comprehensive package: growth market, upscale demographics, wide circulation, maximum penetration, weekend and weekday TMC options and low cost. Let us help you put it all together in one of the South's major upscale markets.

	1978	1983	Growth
Population	305,400	328,800	+8%
EBI	$1.97 billion	$3.18 billion	+62%
EBI/HH	$18,983	$25,751	+36%
Retail Sales	$1.2 billion	$2.0 billion	+63%
RS/HH	$11,781	$16,140	+37%

Sources: 1979, 1983, 1984 Survey of Buying Power

Arnie's encore
Indiana Jones
Red Mile chili
LEXINGTON HERALD-LEADER

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
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ME (cont.)										
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	436.9	162.0	4,500,940	2,873,438	608,184	237,237	75,683	522,520	85,426	50.8
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	189.6	68.1	1,715,108	982,037	217,626	98,189	33,726	220,760	31,142	35.9
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Carroll, Harford, Howard, Kent, Queen Anne's, Worcester.	2,316.5	835.1	24,608,072	13,286,623	2,612,458	1,560,231	609,532	2,907,103	452,510	56.7
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	105.9	39.4	912,747	517,391	108,474	95,308	23,331	87,768	22,805	70.4
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	116.6	41.7	1,043,303	669,440	115,082	83,895	29,616	128,402	24,219	76.7
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	122.0	45.0	1,038,372	911,451	175,056	101,969	43,619	200,080	26,984	48.7
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,625.2	1,331.7	53,050,159	23,735,593	4,478,961	2,942,606	1,404,359	5,405,487	840,025	68.8
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Middlesex, Plymouth, Essex, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,079.9	1,511.3	53,129,474	28,646,824	5,086,346	3,093,511	1,321,994	5,419,492	977,751	69.6
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	172.8	70.4	2,007,525	1,534,176	289,046	135,350	60,092	246,993	49,576	54.9
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	489.5	177.4	4,897,166	3,097,727	791,921	317,941	122,050	597,636	90,419	42.5
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	142.9	54.3	1,626,863	955,655	218,168	92,569	28,440	171,146	30,547	56.0
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	583.1	211.3	6,120,765	3,483,409	730,534	440,701	141,140	670,446	120,338	74.7
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	657.7	238.6	7,522,833	3,653,380	686,470	484,073	140,867	697,759	141,218	56.4

Ledger Land

READERSHIP IMPACT

The Patriot Ledger...

- #1 in circulation (88,562*) among Mass. evening papers
- #1 in classified advertising among New England evening papers
- #1 in retail advertising among Mass. daily papers

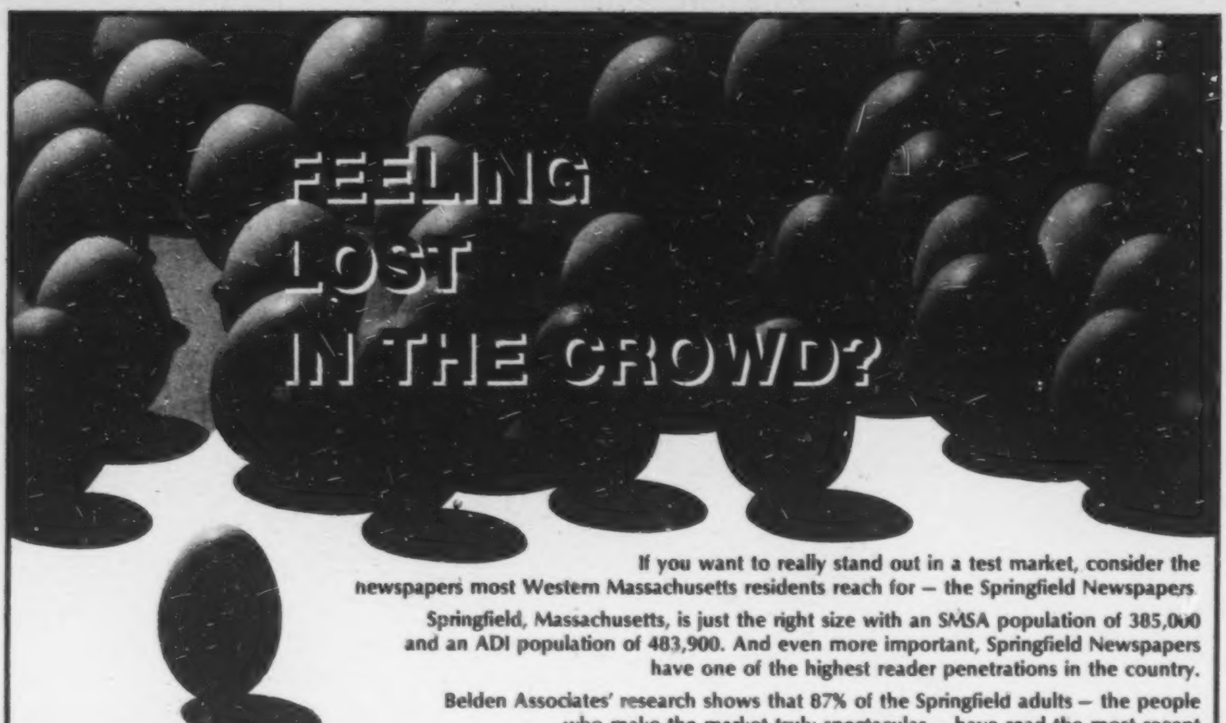
Source; ABC Audit 3/31/85; NENA Linage Report 12/31/84

Serving Norfolk and Plymouth Counties (MA)...

They rank first and fifth, respectively, in Massachusetts per household income.

The Patriot Ledger

Serving the communities south of Boston. It's an area we call Ledger Land.
13 Temple St., Quincy, MA 02169 (617) 786-7000
Represented nationally by Landon Associates



If you want to really stand out in a test market, consider the newspapers most Western Massachusetts residents reach for – the Springfield Newspapers.

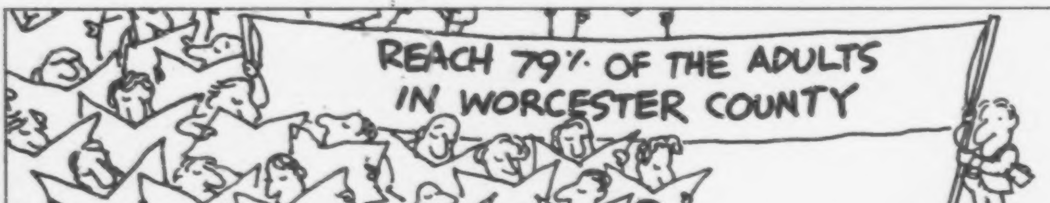
Springfield, Massachusetts, is just the right size with an SMSA population of 385,000 and an ADI population of 483,900. And even more important, Springfield Newspapers have one of the highest reader penetrations in the country.

Belden Associates' research shows that 87% of the Springfield adults – the people who make the market truly spectacular – have read the most recent morning, evening, and/or Sunday editions of the Springfield Newspapers.

Come on, get cracking. Call Dwight Brouillard at (413) 788-1108 for more information on the market and the Springfield Newspapers.

Springfield Newspapers
Largest in Massachusetts Outside Boston
Represented Nationally by Newhouse Newspapers

Source: Belden Continuing Market Study, 1984.


REACH 79% OF THE ADULTS IN WORCESTER COUNTY

People you can't find with Boston newspapers.

Only the Worcester Telegram and The Evening Gazette cover the other major market in the Boston ADI.

Just five issues of the Telegram and Gazette reach nearly 8 of 10 area adults, unduplicated.

More than 384,000 people, at an average frequency of 5.17 times.

Boston newspapers have only marginal readership in this vital market.

The Worcester Telegram and The Evening Gazette. No one delivers Worcester County like we do.

WORCESTER TELEGRAM & GAZETTE

Morning, Evening, and Sunday

Source: Simmons 1982 National Study of Local Newspaper Ratings.
For the whole story, contact our National Representatives, CWO&O.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	270.4	97.6	3,273,378	1,583,905	242,990	246,863	89,991	338,086	54,177	46.3
BATTLE CREEK (Calhoun) . . . **20 - 49%:** Calhoun.	137.7	51.3	1,470,721	662,177	122,218	109,838	21,699	134,534	27,773	49.5
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	235.3	85.5	2,286,804	964,823	211,451	125,211	22,814	193,772	33,492	40.9
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Alcona, Antrim, Cheboygan, Crawford, Emmet, Ingham, Iosco, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	5,131.5	1,855.3	58,053,381	27,635,947	5,272,051	3,305,461	1,339,419	6,348,806	1,265,964	72.8
FLINT (Genesee) . . . **Over 50%:** Genesee.	439.4	157.9	4,486,721	2,465,779	420,272	452,529	108,817	581,468	102,271	64.3
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	623.2	222.0	6,957,590	3,563,682	554,922	574,481	211,461	836,433	85,212	52.6
JACKSON (Jackson) . . . **Over 50%:** Jackson.	149.3	51.7	1,586,407	676,513	118,321	140,575	25,904	107,322	26,081	66.6
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	284.0	103.5	3,135,085	1,535,204	253,178	267,076	95,420	311,943	42,239	51.9
LANSING-EAST LANSING (Ingham) . . . **20 - 49%:** Clinton, Eaton, Ingham.	424.6	148.9	4,774,719	2,325,433	423,846	390,822	117,101	513,278	54,996	42.4
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	177.4	63.2	1,708,524	732,820	159,473	136,434	28,717	136,747	25,773	63.7
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw **20 - 49%:** Arenac, Ogemaw, Tuscola.	431.9	150.1	4,027,515	2,288,941	440,745	346,577	111,315	505,334	69,714	57.9

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•PORT HURON TIMES HERALD	28,128	31,638
•STURGIS JOURNAL	9,201	
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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton; **20 - 49%:** Cook, Itasca, Lake, St. Louis; WIS.: Douglas.	352.1	131.2	3,512,463	1,814,599	395,622	215,143	58,180	311,065	52,061	43.9
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill, Wells.	259.4	93.4	2,770,005	1,435,586	234,892	143,731	56,930	401,792	36,139	49.6
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth, Nicollet; **20 - 49%:** Le Sueur, Waseca, Watonwan.	134.7	47.6	1,261,056	654,641	137,786	50,956	29,325	159,931	23,897	49.4
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Mille Lacs, Redwood, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,503.4	929.0	31,763,528	16,126,742	2,905,256	2,226,004	721,144	[illegible]	398,673	52.7
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	152.5	55.7	1,652,863	974,822	186,778	122,631	36,429	252,497	29,895	61.7
ST. CLOUD (Stearns) . . . **Over 50%:** Benton; **20 - 49%:** Stearns.	140.7	44.3	1,249,769	1,197,663	146,639	101,099	30,947	169,725	21,196	50.8
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Jackson, Stone.	331.8	114.7	3,033,707	1,577,897	369,415	259,680	54,425	361,474	57,126	44.2
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin, Simpson.	442.9	153.7	4,160,588	2,218,766	457,061	341,401	94,642	547,566	84,236	46.7
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Tippah, Union.	202.6	72.3	1,439,657	890,048	203,513	132,413	40,279	214,770	29,706	39.3
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	183.6	69.1	1,547,336	951,723	220,387	135,719	33,041	229,286	20,024	47.6
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Atchison, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Howard, Johnson, Livingston, Ray, Saline.	1,767.4	658.4	20,858,182	10,838,159	2,100,458	1,492,025	424,551	2,589,237	298,437	74.1
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	211.7	78.2	1,889,662	989,019	241,706	124,201	28,818	236,018	19,233	70.8

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MO (cont.)										
ST. LOUIS (St. Louis; ILL.: Madison, St. Clair) . . . **Over 50%:** ILL.: Madison, St. Clair; MO.: St. Louis; **20 - 49%:** ILL.: Calhoun, Clinton, Greene, Jersey, Macoupin, Monroe, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Pike, St. Charles, Ste. Genevieve, Warren.	2,597.2	937.0	29,121,475	14,987,383	3,179,951	2,135,415	643,658	3,330,498	408,884	52.7
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Polk, Stone, Taney, Webster, Wright.	331.2	123.7	3,067,103	1,758,231	379,234	275,217	79,082	399,536	42,637	41.1
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Stillwater, Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	303.8	114.9	2,945,568	1,870,830	419,515	184,392	92,189	352,417	63,993	48.0
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	154.7	58.5	1,459,650	805,633	169,266	82,662	47,047	170,654	39,734	51.3
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	140.2	54.1	1,262,474	617,918	144,841	55,802	32,091	115,871	20,935	48.2
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard; **20 - 49%:** Garfield, Hamilton, Merrick, Nance, Sherman, Valley.	94.9	35.3	825,809	497,161	75,570	77,966	22,022	109,450	10,561	64.8
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer.	336.3	128.2	3,898,611	1,579,356	315,203	197,082	72,443	341,709	53,248	58.0
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Greeley, Harlan, Holt, Kearney, Keith, Nemaha, Nuckolls, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,070.6	400.3	11,788,512	5,776,088	1,152,213	651,373	308,881	1,389,910	164,825	46.5
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	557.8	221.4	6,216,089	3,902,999	831,659	487,584	229,006	712,098	158,851	70.3
RENO (Washoe) . . . **20 - 49%:** Humboldt, Lyon, Pershing, Storey, Washoe.	248.0	102.9	2,952,055	2,031,222	416,947	285,699	84,906	343,414	59,140	44.0
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	329.4	119.3	3,961,256	2,421,065	459,705	379,797	109,926	496,261	64,545	54.8

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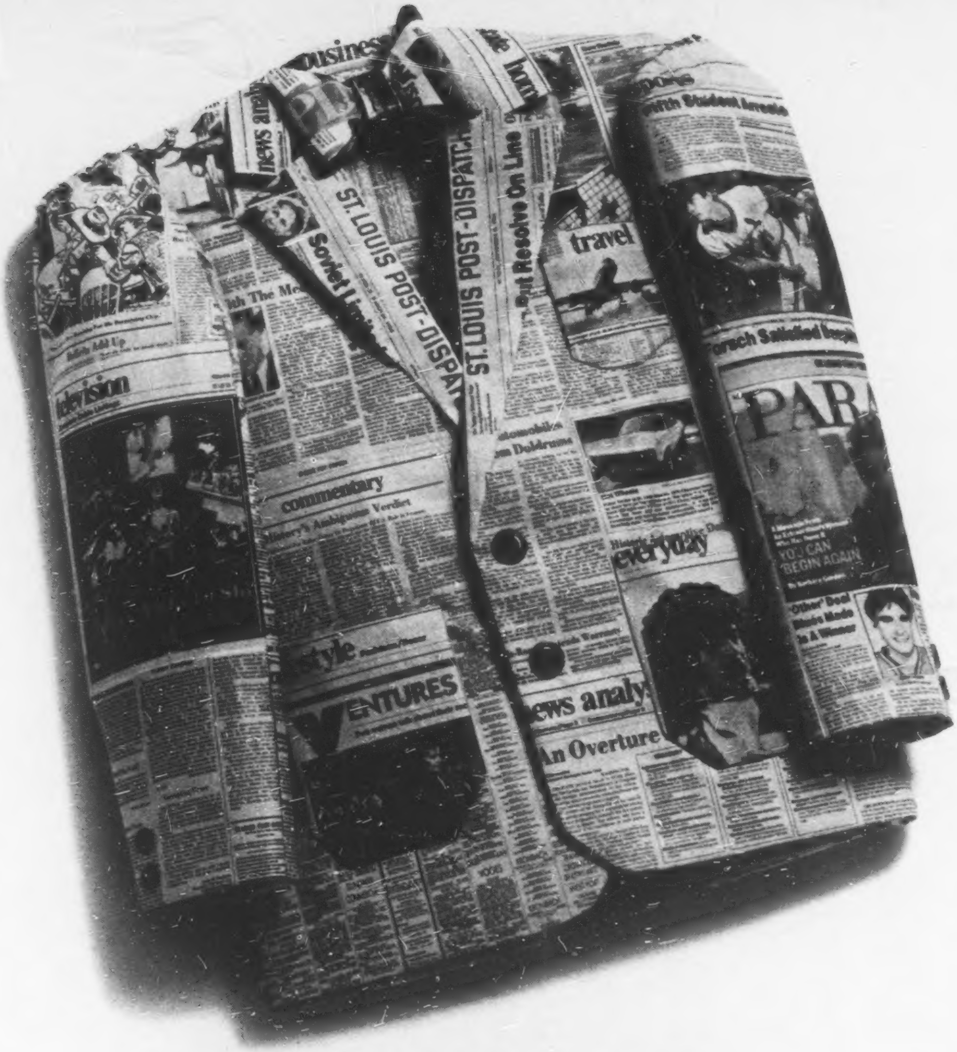
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Source: SMRB, 1985, St. Louis City/County.

ST. LOUIS POST-DISPATCH

The Pulitzer Publishing Company

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984										
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	302.8	117.3	3,322,516	2,132,276	457,033	192,376	82,470	356,044	62,702	55.2
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Bergen, Passaic.	1,281.1	470.1	19,000,417	9,093,022	1,745,640	1,053,332	576,121	1,697,132	264,948	51.8
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	548.2	209.8	5,677,778	2,348,748	631,485	109,256	118,226	375,015	79,810	42.3
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	822.3	287.0	11,659,907	5,255,237	1,140,471	626,484	373,996	945,926	138,877	50.1
MONMOUTH-OCEAN (Monmouth, Ocean) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	932.2	347.2	12,684,336	5,515,153	1,212,130	540,144	230,491	1,375,675	151,312	50.4
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,690.7	955.9	37,217,183	15,370,278	3,385,935	1,493,848	994,238	2,977,853	443,681	47.3
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,837.5	1,758.0	55,849,469	26,399,240	5,226,291	3,254,880	1,218,682	5,343,312	901,602	67.3
TRENTON (Mercer) . . . **Over 50%:** Mercer.	312.4	111.0	4,082,418	1,865,274	389,856	244,903	92,486	311,133	58,628	85.6
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Torrance, Valencia.	549.2	205.4	5,613,908	3,007,899	665,293	344,586	181,134	621,564	90,898	57.1

#1 Suburban market in the New York ADI

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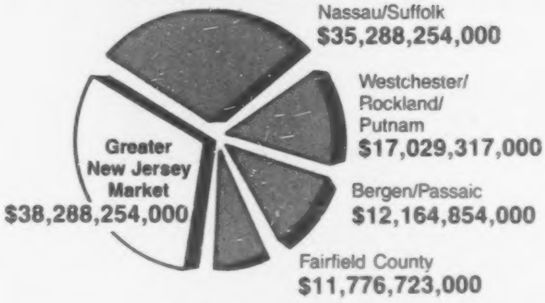

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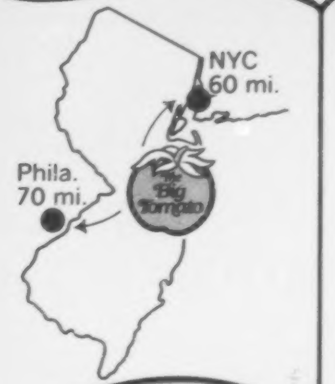
Source: SM & M Survey of Buying Power 1984: 1983 Audit: The Scarborough Report 1984 Sunday Readership GNJM 6 County — Essex, Morris, Union, Somerset, Middlesex, Monmouth.



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S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
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NEW YORK											
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	851.3	313.6	9,577,870	4,568,022	1,056,332	469,800	216,398	900,002	168,766		71.5
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	360.3	129.9	3,780,537	1,643,325	400,328	166,862	68,714	341,847	75,022		65.6

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The Schenectady Gazette delivers the young reader with a high income. In fact, nearly half of our readers, some 71,000 strong, have a household income of $25,000+ and an even higher number are between the ages of 25 and 54. That's buying power, especially when you consider that we serve an area that has one of the lowest costs of living of any major market. It's the right media to the right market. Just one of the reasons the Schenectady Gazette is distinctly different.

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SCHENECTADY
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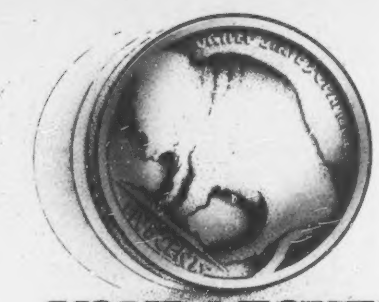
Represented by C.W.O. & O. Schenectady, N.Y. 12301 SOURCE: Fact Finders 1984 SMSA Study



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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE	S&MM ESTIMATES 1984										%
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
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NY (cont.)										
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,251.5	456.4	13,248,175	5,887,006	1,524,405	670,169	257,392	1,110,971	285,507	65.5
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	157.0	55.4	1,403,951	660,032	137,096	101,709	22,207	138,635	28,494	53.6
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	115.6	40.0	1,095,912	624,957	155,517	63,137	15,779	116,747	26,402	67.1
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	149.1	54.6	1,473,781	622,696	164,263	68,639	23,089	127,077	23,866	48.7
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,686.3	862.3	38,468,030	18,013,334	3,671,437	1,912,108	1,125,086	3,195,924	522,461	57.0

BUYING POWER!

In America's Top 20 metropolitan markets, Nassau-Suffolk has the highest percent of households earning $50,000 and over. Newsday reaches 65% of them.

Newsday

Source: Survey of Buying Power, 1984

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NY (cont.)										
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,032.7	5,257.2	180,746,435	75,492,329	15,407,649	8,033,767	4,886,324	11,517,917	2,448,702	51.9
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	219.3	79.8	2,324,749	928,815	247,431	125,356	29,944	174,752	44,280	33.8
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	161.8	55.4	1,307,997	541,639	151,926	53,522	18,032	117,095	21,923	38.0
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	351.0	117.6	3,625,423	1,797,671	437,176	216,970	75,079	333,922	52,027	55.1
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	262.0	88.6	3,175,456	1,300,899	314,071	140,520	51,822	253,945	41,286	43.9
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	957.7	348.8	11,555,420	5,096,596	1,106,330	552,966	247,919	1,157,796	212,777	65.4
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	742.4	262.5	8,194,519	3,616,298	885,590	361,833	164,481	769,821	165,985	64.8
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	322.6	114.4	3,112,371	1,491,388	364,186	153,769	63,004	269,821	80,438	54.5
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	235.8	78.8	2,016,548	949,406	222,830	84,970	34,882	198,860	63,652	50.6
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	340.6	128.4	2,994,044	1,840,632	391,689	186,977	75,010	422,091	74,829	40.2
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	99.5	37.4	958,490	708,998	137,335	65,642	39,459	189,605	23,060	73.4

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
NC (cont.)										
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,078.6	392.3	10,899,558	6,127,812	1,415,896	616,007	314,476	1,531,813	190,088	63.9
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	285.4	89.6	2,411,671	1,276,754	252,169	194,446	104,829	312,326	28,273	60.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,074.1	400.7	10,858,518	5,935,312	1,205,270	643,367	352,954	1,389,501	198,781	56.2
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	111.1	40.8	1,118,425	780,433	153,929	82,643	40,326	195,401	29,541	48.3
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Orange, Person, Washington.	771.9	283.7	7,990,317	4,303,328	892,114	507,753	248,974	1,008,790	159,439	59.2
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Columbus, Pender.	231.9	84.3	1,918,040	1,256,003	284,509	150,023	52,939	280,400	40,601	47.6

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That's right — Charlotte, N.C., is not only a Top 50 Market, but we're the financial capital of the Southeast. With assets of $35 billion, our resources top those of any other market between Philadelphia and Dallas. A few more numbers? Well, we're in the 5th largest urban region in the U.S., the 32nd largest ADI and the 43rd largest MSA*. Want more? How about the circulation of the dominant media in the market. *The Charlotte Observer* and *The Charlotte News* sell 226,612 daily papers and 259,161 on Sunday**. Impressed? Then call Gene Williams, Vice President/Marketing and Sales (704) 379-6900. He'll help make your numbers look even more impressive than ours.

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* 1984 Survey of Buying Power Data Service
** ABC Publisher's Statement, March 31, 1985

All-Star Game may be un-American again
Wacho nation's
THE CHARLOTTE
The Charlotte Observer
Charlotte, North

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Bowman, Emmons, Golden Valley, Grant, Hettinger, Kidder, McLean, Mercer, Oliver.	145.0	50.9	1,618,065	776,265	136,166	91,098	29,057	219,914	23,025	49.2
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill, Wells.	259.4	93.4	2,770,005	1,435,586	234,892	143,731	56,930	401,792	36,139	49.6
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Traill, Walsh.	205.7	72.0	2,079,958	1,027,819	180,108	117,413	43,518	296,074	24,042	46.6
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Wells.	122.5	42.5	1,308,469	667,005	106,119	67,274	33,665	194,451	17,765	60.0
OHIO										
AKRON (Summit) . . . **Over 50%:** Summit; **20 - 49%:** Medina.	633.6	233.6	6,785,470	3,334,811	757,535	417,451	114,416	633,174	131,491	59.3
CANTON (Stark) . . . **20 - 49%:** Stark.	380.4	137.9	3,828,948	1,991,197	462,064	252,201	78,584	391,893	67,009	42.8

Some of the smartest media buyers buy the Beacon Journal

Talk to somebody who really understands the Cleveland ADI, Jim Pockmire, Senior VP Media, Wyse Advertising, Cleveland:

"The Cleveland ADI is unusual because it consists of several sizeable cities — Cleveland, Lorain, Canton and Akron. The Cleveland television stations cover the ADI.

"But there's no single newspaper that blankets the area. If you're using newspapers, the typical approach of thinking in terms of one paper per market just won't work. While the Cleveland paper gets 35% coverage of the ADI, it's very lopsided coverage — it gets 62% of the Cleveland metropolitan area and only 5% of the balance of the ADI. By buying the Akron Beacon Journal, you pick up a substantial part of the balance, because it has 60% coverage daily and 77% on Sunday in the Akron MSA.* And you're not paying for duplication of readership, either."

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OH (cont.)											
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Clermont.	1,402.0	519.2	15,221,883	7,721,420	1,616,495	1,215,735	339,086	1,465,115	298,187		55.7
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Ashtabula, Cuyahoga, Geauga, Lake; **20 - 49%:** Medina.	1,963.5	744.2	22,027,592	11,157,327	2,360,259	1,576,422	523,811	2,133,416	518,421		67.5

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

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For more information on TCP, contact Norm Jindra, Retail Advertising Supervisor, TCP Coordinator, (216) 344-4931 or your Newhouse Newspaper representative.

*Based upon the full run cost of a preprint in The Plain Dealer and the Shopping News. TCP preprint costs are based on distribution or delivery only.

The Plain Dealer

Represented nationally by Newhouse Newspapers, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

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OH (cont.)										
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Licking, Madison, Pickaway, Union.	1,281.2	483.9	13,826,530	7,263,121	1,451,236	965,994	366,315	1,589,744	222,147	63.3
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,057.9	398.4	11,448,082	5,309,759	1,136,495	716,296	242,540	1,085,909	162,655	61.7
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.5	32.6	788,678	382,622	83,556	42,718	17,030	88,311	12,484	74.6
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	64.9	24.4	739,922	313,655	63,585	42,876	11,600	79,058	10,428	72.4
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	271.9	95.9	2,774,476	1,080,780	267,592	127,156	34,953	247,940	40,594	29.4
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Auglaize, Putnam.	191.4	67.1	1,757,168	952,294	194,156	150,498	32,062	185,406	33,314	54.7
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	274.4	95.2	2,863,827	1,171,543	282,865	161,730	39,664	261,732	48,306	69.1
MANSFIELD (Richland) . . . **Over 50%:** Richland.	130.2	48.1	1,281,602	718,201	130,646	135,345	21,117	151,718	20,481	64.8
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	67.8	1,667,919	903,592	188,508	136,859	36,377	204,505	37,526	50.3
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	137.2	49.4	1,303,706	641,660	130,702	95,049	24,544	141,401	22,849	46.3
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	687.5	254.1	7,289,748	4,231,673	860,887	671,576	175,199	848,730	171,238	56.6
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.4	43.4	1,256,884	485,475	122,245	39,839	18,967	117,611	11,673	57.0
YOUNGSTOWN-WARRENYOUNGSTOWN-WARREN (Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	518.5	190.7	5,434,756	2,538,727	537,095	413,739	105,369	455,485	89,657	69.2
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Kingfisher, Major, Woods.	116.1	44.4	1,244,581	681,297	152,693	61,611	32,429	169,241	23,198	61.3
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	124.6	40.4	1,190,513	603,193	134,079	100,980	32,603	137,030	10,128	74.7

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Total Adults	58%	74%
Working Women	57	76
Professionals/Managers	66	87
Incomes $35,000+	67	87
Multi-car Households	61	78
Weekly Grocery Spending: $75+	60	76
Frequent Flyers (6+ flights annually)	72	82

Source: Belden CMS

For additional information write for a copy of
Columbus, The Uncommon Market and
Columbus, Ohio, A Choice test market

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Columbus Citizen-Journal
Morning

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OK (cont.)										
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma, **20 - 49%:** Beaver, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, McClain, Murray, Roger Mills, Washita.	1,113.5	425.3	12,622,797	7,826,876	1,449,338	911,003	429,586	1,933,026	153,867	44.5
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Delaware, Mayes, Okmulgee, Osage, Rogers, Wagoner, Washington.	912.6	346.4	9,982,937	4,949,066	1,067,681	586,396	275,888	1,081,268	92,451	52.4
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	269.1	104.2	2,533,879	1,350,404	280,250	198,117	69,109	297,280	33,341	60.9
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	137.5	51.6	1,188,625	723,709	130,986	111,946	29,120	155,032	15,141	52.9
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Lincoln, Sherman, Tillamook, Wasco, Washington, Yamhill; WASH.: Skamania.	1,333.4	519.5	14,712,557	7,806,267	1,416,797	1,328,446	349,873	1,583,459	153,257	45.5
SALEM (Marion) . . . **Over 50%:** Marion; **20 - 49%:** Polk.	25[illegible].6	93.5	2,207,011	1,119,169	219,527	190,460	49,065	232,754	30,265	52.0
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	654.6	247.7	7,439,173	3,553,068	730,980	417,216	134,640	743,215	105,817	75.2
ALTOONA (Blair) . . . **Over 50%:** Blair.	136.4	50.9	1,199,359	706,317	160,378	103,268	35,622	158,893	26,305	61.6
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	201.5	73.6	2,214,474	805,389	220,935	151,916	32,137	115,095	31,741	63.0
BUTLER (Butler) . . . **Over 50%:** Butler.	155.3	54.5	1,498,535	625,974	131,391	81,550	30,278	137,022	20,803	54.2
ERIE (Erie) . . . **Over 50%:** Erie.	285.6	102.9	2,907,755	1,371,644	307,557	166,859	64,271	275,509	50,205	64.2
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	575.6	218.6	6,583,147	3,573,073	771,280	408,446	143,320	15,342	112,260	54.7

Paper train—with the Tulsa heavyweights in building strong retail sales.

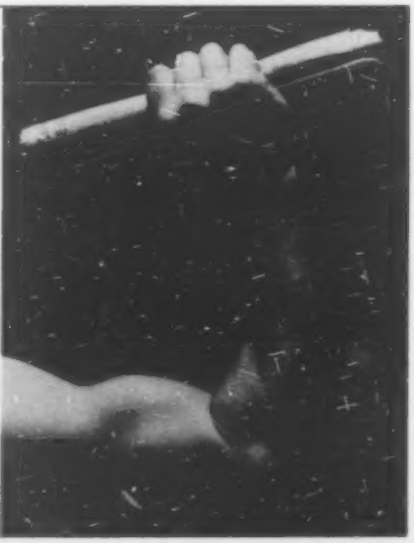
The morning Tulsa World and the evening Tulsa Tribune — two daily newspapers that deliver unduplicated readership of 283,000 in the Tulsa MSA. And a net audience of 328,000. That's 65% of Tulsa's MSA.

Plus, you get a combined total readership in four states of over one half million.

For bigger, stronger retail sales, pick up the Tulsa heavyweights in your advertising buy.
SOURCE: Belden CMS

TULSA WORLD
The Tulsa Tribune

Newspaper Printing Corporation. Agent for the Tulsa World and The Tulsa Tribune. Two independent and separately owned newspapers represented nationally by Branham.



S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./ Furnish./ Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
PA (cont.)										
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	263.9	95.8	2,173,558	993,823	241,596	126,023	43,333	202,139	33,755	50.1
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	382.8	136.7	4,054,902	2,070,104	463,964	223,596	113,856	412,901	63,498	69.8
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Salem.	4,837.5	1,758.0	55,849,469	26,399,240	5,226,291	3,254,880	1,218,682	5,343,312	901,602	67.3
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,299.4	885.8	25,255,436	11,573,797	2,515,175	1,692,525	510,631	2,387,919	401,580	64.1
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.3	62.7	1,400,700	661,607	186,429	101,563	31,938	96,258	30,738	43.8
READING (Berks) . . . **Over 50%:** Berks.	321.8	123.2	3,516,557	1,895,090	360,351	230,615	87,464	404,515	45,551	64.1
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	633.7	239.6	5,888,997	3,076,695	685,277	412,047	119,401	548,162	131,360	56.8
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.7	46.8	1,210,220	546,658	122,343	78,864	23,826	130,541	15,488	52.4
SUNBURY (Northumberland) . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	170.4	62.6	1,428,099	750,909	169,797	91,845	30,071	163,317	30,799	39.9
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	119.9	44.1	1,101,966	585,246	141,921	79,426	25,531	126,820	20,029	68.5
YORK (York) . . . **Over 50%:** York.	327.1	122.6	3,578,299	1,591,311	345,480	211,294	72,632	342,366	43,175	71.4

WHERE WILL YOU TEST YOUR PRODUCT...
AND HOW MUCH WILL IT COST?

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS
Volume III

If you have been confused by conflicting reports on the "best" test markets, and dreading the paperwork and research necessary to select your own test market, we may have the solution.

A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS, VOLUME III is an expanded 28 page guide to selecting test markets. This newly updated study contains the research data and documented statistics you will want to review before selecting your test market. Such topics include:

- Why, when, where, and how to conduct a test.
- Basic questions with answers from the experts.
- How to evaluate and select a test market based on:
  1) Population
  2) Demographics
  3) Effective Buying Incomes
  4) Purchasing Patterns and how all of these compare to the national norm.
- Media Coverage, Cost and Control comparisons using a media mix with specific reach and frequency goals.

This free brochure also analyzes matched markets using demographic and geographic profiles, media coverage, market isolation and more. To receive your copy, send in the coupon below.

Please send me a free copy of your test marketing brochure.
(Sorry, Volumes 1 and 2 are no longer available.)
Name ______
Co. ______
Address ______
City ______ State ______ Zip ______
For Your Copy Write to: Mr. Gerald Szorek, Times Publishing Company, Times Square, 12th & Sassafras Street, Erie, Pennsylvania 16534

MORNING NEWS · ERIE DAILY TIMES · Times-News
[illegible]

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1984									
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . Over 50%: Bristol, Kent, Providence; 20 - 49%: Newport, Washington.	963.0	347.8	10,569,995	5,124,419	1,041,805	598,337	188,548	891,756	227,322	70.7
SOUTH CAROLINA										
ANDERSON (Anderson) . . . 20 - 49%: GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson.	244.2	88.8	2,019,913	1,012,361	247,174	103,228	45,622	254,509	42,297	40.8
CHARLESTON (Charleston) . . . Over 50%: Charleston; 20 - 49%: Berkeley, Colleton, Dorchester.	517.8	173.6	4,359,847	2,483,196	547,911	273,465	136,481	625,877	63,753	55.0
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . Over 50%: N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; 20 - 49%: N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,078.6	392.3	10,899,558	6,127,812	1,415,896	616,007	314,476	1,531,813	190,088	63.9
COLUMBIA (Richland) . . . Over 50%: Lexington, Richland; 20 - 49%: Calhoun, Fairfield, Kershaw, Newberry, Saluda.	564.1	197.8	5,510,144	2,668,005	525,923	336,808	123,380	624,158	78,036	55.5
FLORENCE (Florence) . . . 20 - 49%: Darlington, Florence.	132.6	62.6	1,356,917	835,296	170,194	98,454	35,643	204,779	30,830	41.3
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . Over 50%: Greenville, Spartanburg; 20 - 49%: Cherokee, Laurens, Oconee, Pickens, Union.	783.1	285.4	6,822,346	3,734,823	863,631	438,776	186,780	791,588	129,742	50.1
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . Over 50%: Pennington; 20 - 49%: Bennett, Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	158.7	58.5	1,694,262	898,542	180,328	91,196	34,276	225,865	24,346	49.1

6

The Providence Journal-Bulletin delivers a $6 billion + retail sales market.

★ Providence Area continuing market study by Belden Associates with detailed market research information on demographic and market characteristics is available for specific categories.

★ 1985 Simmons-Scarborough newspaper rating study is available.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, R.I. 02902 / (401) 277-7172.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.
Member, Metropolitan Sunday Newspapers, Inc.

©S&MM 1985 Survey of Buying Power

S&MM's SURVEY OF NEWSPAPER MARKETS

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SD (cont.)										
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Clay, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	219.5	82.4	2,403,075	1,119,896	195,461	119,524	51,540	290,765	44,645	43.0
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	483.9	176.0	4,392,660	2,486,066	619,631	303,331	118,012	540,657	66,122	49.0
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	205.0	75.5	1,679,246	978,420	210,433	159,895	41,798	222,010	36,079	41.0
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	608.2	218.0	5,171,094	2,690,439	662,002	343,294	105,418	672,519	95,093	50.6
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Campbell, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Sevier, Union.	756.3	282.6	7,129,978	4,381,347	994,400	518,746	206,634	956,749	133,673	49.4
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate, Yalobusha; TENN.: Fayette, Tipton.	987.1	345.0	9,232,545	5,710,601	1,216,843	762,094	287,485	1,319,956	199,820	52.5
NASHVILLE (Davidson) . . . **Over 50%:** Davidson, Williamson; **20 - 49%:** Coffee, Dickson, Humphreys, Marshall, Robertson, Rutherford, Smith, Sumner, Wilson.	965.8	354.0	10,429,617	5,588,342	1,158,730	785,603	256,868	1,316,366	166,652	46.8

MEMPHIS, a newspaper market

9 out of 10 "prime consumers" read The Commercial Appeal on Sunday*

In a four-county MSA with a population approaching one million, The Commercial Appeal is the dominant Memphis medium for advertising effectiveness.

With a Sunday readership of 90% among prime consumers—those adults aged 25-49 with household incomes in excess of $25,000--The Commercial Appeal continues to deliver reach and cost-efficiency in a market where newspaper is the medium of the masses.

Influence the buying habits of an affluent, educated audience with The Commercial Appeal, the number one source of information in the Mid-South.

THE COMMERCIAL APPEAL
A SCRIPPS-HOWARD NEWSPAPER
495 Union Avenue, Memphis, TN 38103
901/529-2239

Represented nationally by Story & Kelly-Smith Advertising offices in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia and San Francisco.

*Belden Associates, 1984

S&MM's SURVEY OF NEWSPAPER MARKETS

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TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Shackelford, Stephens, Stonewall, Throckmorton.	262.7	95.7	2,426,980	1,609,141	328,324	155,366	60,966	379,710	55,038	49.7
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Carson, Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Briscoe, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	380.0	139.0	3,955,247	2,229,814	492,026	210,603	107,299	525,167	50,818	50.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	762.4	283.8	8,623,745	4,615,681	904,657	501,230	273,508	954,612	91,023	50.2
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	476.2	168.1	5,076,526	2,614,870	553,025	314,357	118,540	552,466	78,279	39.4
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	260.1	72.7	1,636,081	1,254,685	301,124	155,258	76,066	213,842	26,009	27.7
BRYAN-COLLEGE STATION (Brazos) . . . **Over 50%:** Brazos; **20 - 49%:** Burleson, Robertson.	141.3	50.7	1,438,381	839,340	189,568	117,685	29,008	149,808	13,573	45.4
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	481.0	155.0	4,336,000	2,729,712	659,960	258,213	139,169	557,050	51,261	51.0

1986 Survey of Selling Costs

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

Don't let this special advertising opportunity pass you by. Ads for the **1986 Survey of Selling Costs** (published Feb. 17) close Jan. 27, 1986.

For more information, please call: 212-986-4800, ext. 251.

Easy to say, but not so easy to do. Yet each year sales and marketing executives nationwide set out to do just that. And along with them, every step of the way, is **Sales & Marketing Management's Survey of Selling Costs**, a one-of-its-kind survey. It's a reliable, accurate source of comparative data readers can use in planning, projections, and budgeting. **No** other publication commands their immediate attention or their repeated reference like this **Survey** does.

If what you're selling will help keep the spiralling costs of sales under control, this is a once-a-year opportunity to reach more than 50,000 sales and marketing executives as they are giving their undivided attention to managing costs.

The **1986 Survey of Selling Costs** includes sections on:

- Metro Sales Costs—travel and entertainment expenses in leading metro markets.
- Sales Meetings and Sales Training—Sales meeting costs in 30 major metropolitan markets. Average costs of sales training per salesperson.
- Transportation—fleet-car operating costs by region.
- Sales Support Activities—share of sales incentive dollar spent for merchandise and travel, and information on incentive travel costs. Audiovisual equipment purchase and rental costs.
- Compensation—total selling expenses as a percentage of company sales.

Don't let this special advertising opportunity pass you by. Ads for the **1986 Survey of Selling Costs** (published Feb. 17) close Jan. 27, 1986.

■ For more information, please call: 212-986-4800, ext. 251.

FORT WORTH
DALLAS
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FORT WORTH METRO AREA COVERAGE	DAILY	SUNDAY
Fort Worth Star-Telegram	63%	75%
Dallas Morning News	5%	6%
Dallas Times-Herald	3%	3%

(Source: 1984 Scarborough Study)

If you're targeting the Fort Worth / Dallas Market, you'll need two throws.

The Fort Worth / Dallas market is unlike any other Top Ten target.

Because it has TWO bull's-eyes.

Fort Worth. And Dallas.

Here, a single paper buy gives you less coverage (and less impact, less dealer support) than in any other Top Ten market.

That's why Fort Worth / Dallas is a minimum two-paper buy.

Because *neither* Dallas paper hits Fort Worth's 1.1 million people, $7.4 billion in retail sales and $13.8 billion EBI.*

Only the Fort Worth Star-Telegram covers the important Fort Worth Metro area.

So the only way to be on-target in Fort Worth / Dallas is to make a minimum two-paper buy.

Starting with the Star-Telegram.

*Source: SMM 1985 "Survey of Buying Power."

FORT WORTH / DALLAS CMSA – ADULTS $50,000 + HOUSEHOLD INCOME

		% OF REACH	TOTAL REACH	CPM	TOTAL COST
DAILY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Morning News	59.5%	184,650	$45.70	$8,439.00
	2 insertions Dallas Morning News	52.9%	164,300	$57.01	$9,366.00
DAILY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Times Herald	52.9%	164,250	$48.13	$7,906.00
	2 insertions Dallas Times Herald	38.4%	119,100	$69.69	$8,300.00
SUNDAY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Morning News	72.5%	224,900	$39.16	$8,806.00
	2 insertions Dallas Morning News	59.0%	183,100	$52.71	$9,652.00
SUNDAY	1 insertion Fort Worth Star-Telegram 1 insertion Dallas Times Herald	61.2%	189,925	$43.60	$8,280.00
	2 insertions Dallas Times Herald	43.6%	135,200	$63.61	$8,600.00

Target Population: 316,400 50 column inches Scarborough Research 1983, SRDS 1985

Fort Worth Star-Telegram

The MUST buy in the Fort Worth / Dallas market.

400 W. 7th Street Fort Worth, Texas 76102 (817) 390-7767

Contact Sawyer-Ferguson-Walker, Inc. In Mexico, Publications Representatives International, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

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TX (cont.)										
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,238.4	825.8	28,632,648	15,416,879	2,811,676	1,738,468	844,069	3,395,796	376,724	56.5
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	544.5	159.8	4,199,295	2,394,550	463,621	364,813	140,110	441,684	49,841	48.6
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Erath, Hood, Johnson, Palo Pinto, Parker, Wise.	1,249.3	453.9	14,993,863	7,937,822	1,627,822	958,395	350,472	1,791,472	183,530	51.6
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	214.8	76.6	2,496,106	1,217,865	314,071	111,971	37,100	244,067	34,252	36.7

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There's more to Texas than Dallas/Ft. Worth and Houston ...
there's Austin!

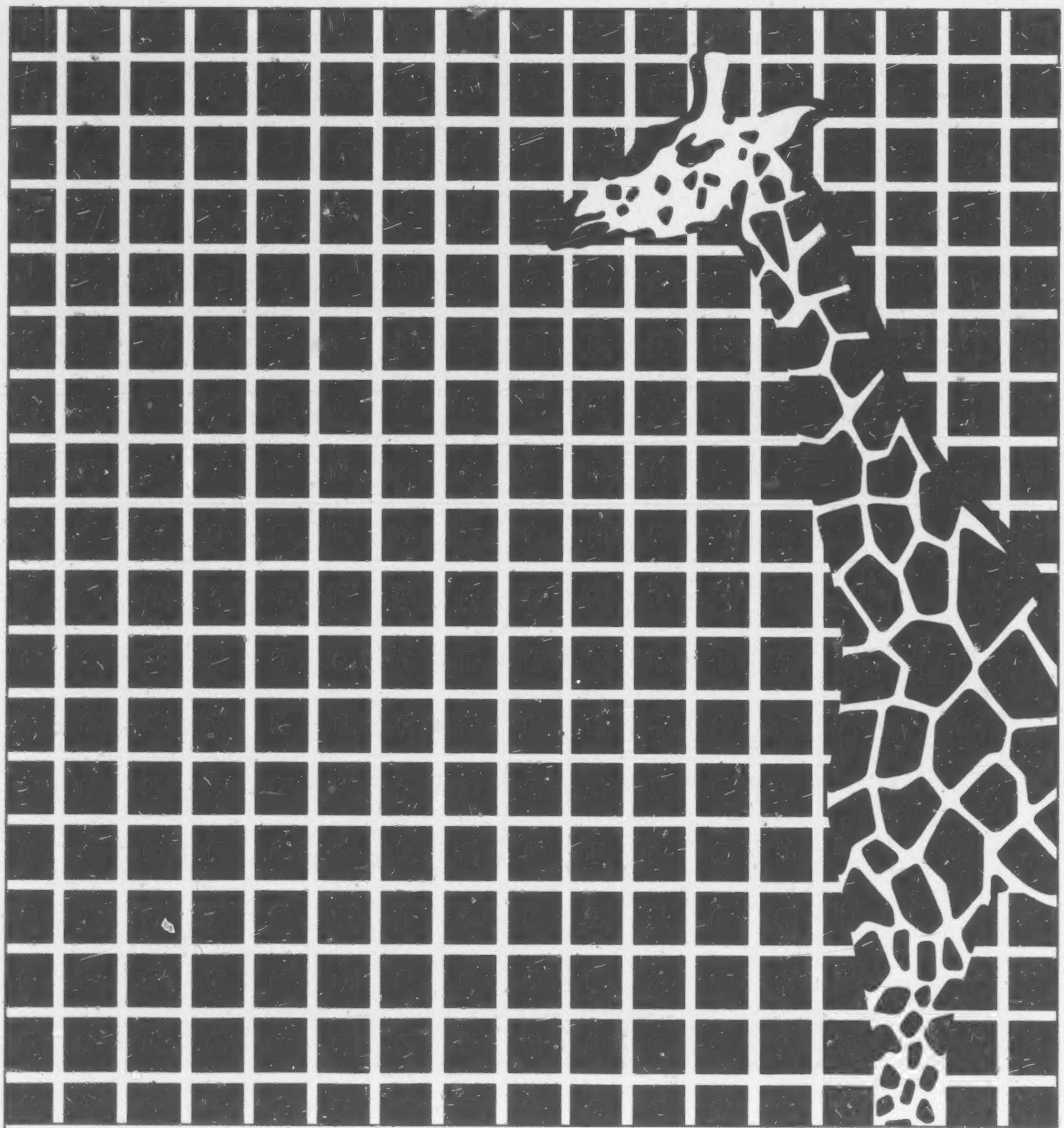
- ★ 657,000 Texans
- ★ 245,800 Households
- ★ $7.7 Billion Buying Income
- ★ $4.1 Billion Retail Sales
- ★ 65% Daily Reach
- ★ 75% Sunday Reach
- ★ 84% Net Daily/Sunday Reach

Austin MSA

- ★ Daily circulation 169,727 (up 8.6% over 1984)
- ★ Sunday circulation over 200,168 (up 9.4% over 1984)
- ★ Over 2,000,000 classified ads in 1984

Austin American-Statesman
Telling Austin's story proudly

© 1984 S&MM Survey of Buying Power
1985 Scarborough Market Study
ABC Publisher's Statement, March 31, 1985



Often, with circulation numbers, a pattern begins to emerge.

■ If you've kept an eye on the two Dallas newspapers, you've seen one consistently rise head and shoulders above the other. And the most recent numbers show The Dallas Morning News outselling the competition again.

In total daily circulation, The Morning News has more than a 50% edge on the Dallas Times Herald. With 368,683 copies sold every day. On Sunday, the lead is 37% when 476,004 copies are sold.

That means The Dallas Morning News has the highest one-time penetration by any advertising medium in Dallas.

Including radio.

Including television.

And your advertising also benefits from the quality editorial environment for which The Dallas Morning News is recognized.

All of which means you'll see another pattern emerge. Results. That's why you advertise in the first place.

And that's why The Dallas Morning News should be the first place you advertise in Dallas.

The Dallas Morning News. The nation's leader in full-run ad linage.

The Dallas Morning News

Nobody beats The Dallas Morning News in the morning.

*Source: ABC Publisher's Statement for the period ending March 31, 1985. Calculations by The Dallas Morning News. Media Records, year end 1984.
Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc.; The Leonard Co. - Florida, Mexico, Caribbean; Lenha Hawaii - Hawaii

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TX (cont.)										
HOUSTON (Harris) . . . **Over 50%:** Fort Bend, Harris; **20 - 49%:** Austin, Brazoria, Colorado, Galveston, Grimes, Liberty, Madison, Matagorda, Montgomery, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.	3,851.7	1,370.3	47,201,071	24,219,158	5,042,204	2,722,109	1,258,105	5,175,107	675,524	50.8
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	196.6	66.9	1,757,482	987,491	202,130	148,015	47,187	221,994	20,440	34.8
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Morris, Upshur.	161.9	58.0	1,643,314	1,094,983	236,796	138,792	45,350	269,073	29,226	47.7
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Terry, Yoakum.	417.9	142.8	3,637,182	2,143,043	448,043	232,042	114,540	557,265	46,926	47.4
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	340.8	91.6	1,994,228	1,847,735	322,160	224,140	97,105	257,679	35,632	27.0
ODESSA (Ector) . . . **Over 50%:** Ector; **20 - 49%:** Andrews, Crane, Upton, Ward, Winkler.	188.0	65.8	2,111,695	1,490,725	293,370	187,268	88,759	350,680	27,183	46.6
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Schleicher, Sutton, Terrell, Upton.	163.6	58.3	1,595,136	991,742	218,604	106,585	45,028	228,934	18,765	53.6
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Medina, Uvalde, Wilson.	1,391.4	463.3	13,270,842	7,272,470	1,623,413	831,590	385,329	1,416,180	134,232	62.4

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey's* information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears in Section C.

SIMMONS-SCARBOROUGH 1985 STUDY OF SAN ANTONIO MSA SHOWS

THE LIGHT LEADS IN

- TOTAL ADULT READERSHIP
- ADULT MEN READERSHIP
- ADULT WOMEN READERSHIP
- AGES 25-40 READERSHIP

San Antonio's Newspaper Leader Both Daily and Sunday is the

San Antonio Light

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE AND CRESMER-WOODWARD, O'MARA & ORMSBEE, INC.

TOTAL PAID CIRCULATION

Sunday: 536,585

Chronicle lead over Houston's other newspaper:

Sunday: 169,767 or 46%

Daily: 123,270 or 40%

Saturday: 101,430 or 33%

CHEEZ.

Extraordinary, these figures.

The paid circulation. The advertising volume. The key demographic groups.

All boast figures that'll make you whistle.

To put these eye-opening numbers to work for you, call Joycelyn Marek, Research Manager, collect at (713) 220-7401.

DEMOGRAPHICS

% of daily newspaper readers who read The Chronicle:

Adults 18–54: 65%

College graduates: 70%

$50,000 + households: 70%

Professional occupations: 67%

AD VOLUME

Total advertising: #3 nationally. Share: 60%. Chronicle leads Houston's other newspaper by 52%.

Classified: #3 nationally. Share: 68%. Lead: 11.1%.

Retail advertising: #6 nationally. Share: 56%. Lead: 25%.

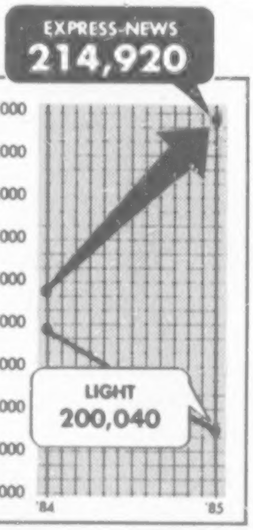
General: #7 nationally. Share: 56%. Lead: 30%.

Houston Chronicle
Houston's primary advertising investment.

Sources: Calculations computed by The Chronicle from the March 31, 1985 Publisher's Statements for The Houston Chronicle and The Houston Post. 1985 Belden Continuing Market Study, Houston PMSA. Media Records, First Three Months, 1985 (includes full and part-run linage). Represented by Sawyer Ferguson Walker.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84 Total Pop. (Thous.)	 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./Furnish./Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
TX (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	134.2	48.2	1,160,250	726,859	152,771	98,223	32,098	140,029	22,036	54.9
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	216.4	78.5	2,310,300	1,130,823	217,567	152,770	49,444	252,985	39,249	47.9
VICTORIA (Victoria) . . . **Over 50%:** Victoria; **20 - 49%:** Calhoun, De Witt, Goliad, Jackson, Lavaca, Refugio.	167.4	57.9	1,639,136	977,176	230,919	95,789	37,439	204,838	24,304	54.7
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Hill, Limestone.	251.0	91.9	2,356,948	1,304,966	287,181	165,863	54,133	262,505	29,781	52.1
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	228.4	83.8	2,254,772	1,302,120	253,998	179,323	65,476	290,170	35,842	56.5
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	261.9	70.8	1,667,862	855,900	198,159	112,402	51,609	157,925	30.544	44.0
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Box Elder, Carbon, Juab, Millard, Sevier, Summit, Tooele, Wasatch.	1,193.9	384.1	10,773,151	5,600,907	1,277,676	689,842	376,104	1,066,512	159,056	53.6
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden, Grand Isle; **20 - 49%:** Addison, Franklin, Lamoille.	210.9	73.8	2,098,601	1,344,584	288,675	117,841	48,383	296,754	38,769	57.9
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	151.5	52.9	1,541,038	878,205	192,635	111,845	44,637	157,536	28,594	53.4
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania.	112.5	40.0	1,009,816	447,367	112,559	39,920	17,120	106,610	20,359	59.1
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	137.5	43.6	1,338,454	696,684	149,583	96,552	26,091	141,262	19,616	66.2
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	108.8	36.9	871,582	490,637	117,372	73,141	25.704	88,760	17,428	67.2



SUNDAY EXPRESS-NEWS CIRCULATION GAIN OUTPACES AREA GROWTH...

The Sunday Express-News continues to exceed the population growth rate of San Antonio and South Texas while the Sunday San Antonio Light is losing circulation.

The fully audited figures show the Express-News leading the Light by 14,880 on Sunday and by 32,549 daily.

The San Antonio ADI, the state's third largest market area, is home to more than 1½ million adults who earn $13.1 billion annually and spend $7.3 billion on goods and services.

Growing South Texas demands a quality and aggressive newspaper. We lead the San Antonio Light in number of pages printed, volume of news presented, total ADI readership and in all categories of advertising. The Express-News also leads in the all-important area of upscale demographics.

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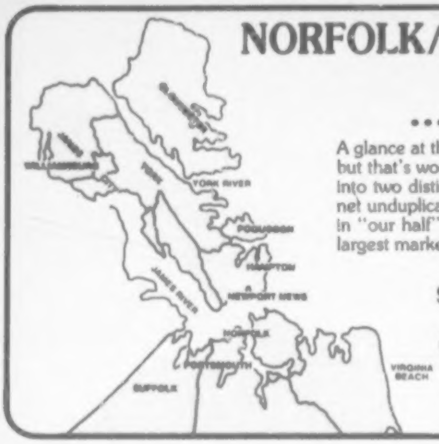
San Antonio, Texas 78297 / 512 225 7411
Represented Nationally by
Branham Newspaper Sales

Express-News
San Antonio's Quality Newspaper

SOURCES: ABC Newspaper Publisher's Statements, 6 months ending 3/31/84 & 3/31/85. Newspaper Publisher's Statements for 3/31/85 Special 6 month statements audited by ABC. Media Records, Inc., 1984. Simmons Scarborough, 1985. © S&MM 1985 Survey of Buying Power. Calculations by Express-News Research Dept.



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
(WE CALL IT HAMPTON ROADS)
...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984									% Hslds. Cov. Total Area
	POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
VA (cont.)										
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	608.2	218.0	5,171,094	2,690,439	662,002	343,294	105,418	672,519	95,093	50.6
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford.	202.4	67.9	1,880,345	907,912	210,379	140,200	36,423	177,914	33,007	56.4
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Isle of Wight, James City, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Gloucester, Mathews, Middlesex, Northampton, Southampton, Surry.	1,386.8	464.8	13,673,223	6,911,556	1,343,074	814,026	412,937	1,558,218	181,863	68.7
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Sussex.	1,011.7	355.1	10,403,812	5,365,215	1,189,929	663,089	232,890	1,166,643	205,843	65.2

The Virginian-Pilot
The Ledger-Star

THE NEW STAR IN THE EAST IS THE MOST POWERFUL MARKET BETWEEN WASHINGTON AND ATLANTA.

Reach for Norfolk/Virginia Beach/Newport News, Virginia. A bright new star that's now the 30th largest Metropolitan Statistical Area. This star is really a constellation of 11 cities and counties known as Hampton Roads and situated at the mouth of the Chesapeake Bay.

Hampton Roads boasts a population of over 1.1 million people and Virginia's two largest cities—Virginia Beach and Norfolk.

And its strong, diversified economy really performs. With tourism, the military, new high tech business, and great air, sea and road connections all playing vital roles.

Put a star in your future. Call or write Dale Bowen, General Advertising Manager, (804) 446-2092, 150 West Brambleton Avenue, Norfolk, VA 23510.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1984 POPULATION 12/31/84		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
VA (cont.)										
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bath, Bedford, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	548.7	191.8	5,057,805	2,474,993	585,589	293,172	114,173	494,288	92,245	57.2
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's; VA.: Fauquier, Loudoun, Prince William.	3,625.2	1,331.7	53,050,159	23,735,593	4,478,961	2,942,606	1,404,359	5,405,487	840,025	68.8
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	169.5	61.7	1,813,739	673,988	159,767	62,811	33,086	130,243	38,376	57.6
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	85.9	32.9	883,400	434,400	117,497	62,484	12,261	91,480	13,183	66.5
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	140.7	54.4	1,537,650	722,606	178,626	105,397	34,041	122,688	22,871	44.7
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	153.0	56.3	1,928,347	754,667	179,481	102,208	26,843	138,429	36,374	54.9
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, San Juan.	1,775.6	705.7	23,807,222	11,255,451	2,311,379	1,242,730	560,722	2,146,214	376,936	62.3
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	598.3	223.4	5,520,531	2,827,361	708,766	281,649	120,107	596,786	98,542	52.8
TACOMA (Pierce) . . . **Over 50%:** Pierce.	519.1	194.5	4,917,159	2,586,242	524,190	321,728	111,249	564,960	75,120	50.6
VANCOUVER (Clark) . . . **Over 50%:** Clark.	208.2	77.[illegible]	2,202,326	803,207	195,969	146,257	30,040	136,448	28,350	56.0
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	154.6	59.9	1,386,746	759,984	201,272	62,892	25,344	136,111	34,147	45.6
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	180.7	66.4	1,566,065	868,773	211,572	104,518	27,879	185,282	26,609	54.1
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	200.6	71.3	1,564,458	822,045	191,711	131,485	39,381	198,821	30,509	40.7
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	134.0	47.8	1,018,024	712,702	166,327	115,920	33,583	184,243	26,515	46.0
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	469.0	174.6	4,341,532	2,230,304	532,375	272,820	79,782	562,032	82,150	54.3

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The Seattle Times/Seattle Post-Intelligencer

ARE YOU OVERLOOKING A MAMMOTH MARKET?

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographical markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's SURVEY OF NEWSPAPER MARKETS

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WV (cont.)										
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge.	85.9	32.2	698,234	364,799	90,343	56,261	11,299	80,530	15,465	63.8
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	218.9	81.8	1,906,036	1,102,422	217,568	224,532	47,796	201,519	25,007	43.6
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	184.6	67.8	1,667,919	903,592	188,508	136,859	36,377	204,505	37,526	50.3
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	234.9	88.2	2,147,481	1,115,367	267,808	185,941	53,579	196,645	39,011	46.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	381.4	139.3	3,953,773	1,817,701	345,581	259,617	82,595	366,565	38,450	54.4
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin, Trempealeau.	220.9	78.5	1,940,040	1,040,263	183,300	113,680	39,676	255,401	24,097	40.1
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	232.2	84.6	2,366,341	1,141,465	178,566	213,283	59,499	232,683	19,701	58.1
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.8	78.5	2,122,366	1,073,959	226,351	136,823	31,274	195,365	32,247	36.7
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	122.5	45.0	1,472,088	549,703	144,153	65,580	20,426	77,437	17,547	64.9
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	175.0	63.2	1,729,064	851,146	181,009	106,622	42,051	156,583	24,528	49.5
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	562.7	215.5	6,053,271	3,341,635	589,579	297,581	251,895	658,069	84,900	43.6
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha; **20 - 49%:** Price.	1,407.2	529.3	16,535,952	7,431,659	1,523,939	973,095	347,526	1,485,461	244,701	73.9
RACINE (Racine) . . . **Over 50%:** Racine.	173.2	62.4	1,923,361	796,381	181,295	106,424	35,447	149,570	25,835	57.0
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	101.4	37.0	1,113,257	428,336	94,449	69,913	14,571	83,671	14,084	68.7
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	142.6	51.3	1,354,556	606,429	133,930	85,247	24,635	113,316	11,321	49.0
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Fremont, Hot Springs, Johnson, Niobrara, Sublette.	151.6	54.5	1,661,470	982,960	226,310	72,686	45,362	203,816	39,987	46.0

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Both cities have a similar percentage of college-educated, white collar workers. And similar retail sales and income per household.

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For instance, The Milwaukee Journal/Milwaukee Sentinel reaches 76% of the market every day. That's a reach no other major market newspaper combination can touch.

Milwaukee's newspapers also offer more split-run combinations. Selective distribution. And pinpoint target marketing to specific audience segments. All in a self-contained market with no media overlap to confuse your test results.

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Snow bowl score: 11 in
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SECTION E

Sales and Marketing
MANAGEMENT

23rd Annual Survey Of TV Markets

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 12.1, Callahan 4.2, Coke 1.1, Coleman 3.7, Eastland 7.0, Fisher 1.8, Haskell 2.5, Jones 5.8, King 0.2, Mitchell 2.9, Nolan 5.6, Runnels 4.0, Scurry 6.1, Shackelford 1.4, Stephens 3.7, Sterling 0.3, Stonewall 0.9, Taylor 36.7. Tot. Hslds.: 115,300.

ALBANY, GA.— Atkinson 1.5, Baker 0.9, Ben Hill 4.7, Berrien 3.8, Calhoun 1.1, Coffee 7.3, Colquitt 9.7, Cook 3.6, Crisp 5.3, Dougherty 26.4, Irwin 2.5, Lanier 1.5, Lee 3.4, Miller 2.0, Mitchell 5.2, Telfair 3.1, Tift 8.8, Turner 2.4, Wilcox 2.0, Worth 4.7. Tot. Hslds.: 130,800.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2; N.Y.: Albany 23.0, Columbia 4.9, Fulton 4.4, Greene 3.4, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 12.1, Schenectady 11.8, Schoharie 2.2, Warren 4.3, Washington 4.0; VT.: Bennington 2.7. Tot. Hslds.: 484,400.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.9; COLO.: Archuleta 0.4, Conejos 0.6, Costilla 0.3, Mineral 0.1, Montezuma 1.6, Rio Grande 0.9; N.M.: Bernalillo 43.0, Cibola 2.4, Colfax 1.3, De Baca 0.2, Grant 2.2, Guadalupe 0.4, Harding 0.1, Lincoln 1.3, Los Alamos 1.7, McKinley 4.2, Mora 0.3, Otero 3.9, Quay 1.0, Rio Arriba 2.5, Sandoval 3.1, San Juan 7.9, San Miguel 2.0, Santa Fe 7.7, Sierra 1.0, Socorro 1.1, Taos 1.8, Torrance 0.8, Valencia 3.3. Tot. Hslds.: 400,600.

ALEXANDRIA, LA.— Avoyelles 14.1, Grant 6.2, Rapides 46.9, Vernon 17.0; MINN.: Crow Wing 15.9. Tot. Hslds.: 106,200.

ALEXANDRIA, MINN.— Beltrami 18.8, Cass 13.9, Douglas 18.8, Grant 4.6, Hubbard 9.5, Pope 7.6, Todd 15.5, Traverse 3.0, Wadena 8.4. Tot. Hslds.: 58,200.

ALPENA, MICH.— Alcona 26.5, Alpena 73.5. Tot. Hslds.: 15,500.

AMARILLO, TEX.— N.M.: Curry 9.1, Union 1.0; OKLA.: Cimarron 0.3, Texas 3.9; TEX.: Armstrong 0.5, Briscoe 0.6, Carson 1.4, Castro 1.9, Childress 1.6, Collingsworth 1.0, Cottle 0.6, Dallam 1.4, Deaf Smith 3.9, Donley 0.9, Gray 5.9, Hall 1.2, Hansford 1.4, Hartley 0.8, Hemphill 1.3, Hutchinson 6.0, Lipscomb 0.8, Moore 3.5, Ochiltree 2.1, Oldham 0.4, Parmer 2.0, Potter 23.3, Randall 18.4, Roberts 0.2, Sherman 0.6, Swisher 1.9, Wheeler 1.8. Tot. Hslds.: 173,800.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 43,300.

ARDMORE-ADA, OKLA.— Atoka 6.4, Bryan 17.0, Carter 23.9, Choctaw 8.4, Coal 3.1, Johnston 5.3, Love 4.4, Marshall 6.7, Pontotoc 17.9, Pushmataha 6.8. Tot. Hslds.: 74,800.

ATLANTA, GA.— ALA.: Cleburne 0.4; GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.8, Clarke 2.5, Clayton 5.1, Cobb 11.6, Coweta 1.3, Dawson 0.2, De Kalb 16.4, Douglas 1.9, Fayette 1.2, Floyd 2.6, Forsyth 1.0, Fulton 20.2, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 7.0, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.3, Jackson 0.8, Jasper 0.3, Lamar 0.4, Lumpkin 0.3, Meriwether 0.6, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.8, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.4, Rockdale 1.3, Spalding 1.5, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,180,300.

AUGUSTA, GA.— Burke 3.1, Columbia 6.5, Emanuel 3.5, Glascock 0.4, Hancock 1.4, Jefferson 3.1, Jenkins 1.4, Johnson 1.5, Lincoln 1.0, McDuffie 3.4, Richmond 31.2, Screven 2.5, Taliaferro 0.4, Warren 1.0, Wilkes 1.9; S.C.: Aiken 20.4, Allendale 1.8, Bamberg 2.9, Barnwell 3.5, Edgefield 2.9, McCormick 1.2, Saluda 2.9. Tot. Hslds.: 254,400.

AUSTIN, TEX.— Bastrop 3.7, Burnet 3.0, Caldwell 2.7, Fayette 2.7, Gillespie 2.0, Hays 5.2, Lee 1.5, Llano 1.7, Mason 0.5, Travis 65.7, Williamson 11.2. Tot. Hslds.: 298,400.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 138,000.

BALTIMORE, MD.— Anne Arundel 15.5, Baltimore 29.0, Baltimore city 31.8, Caroline 1.0, Carroll 4.1, Cecil 2.5, Dorchester 1.3, Harford 6.0, Howard 5.7, Kent 0.7, Queen Anne's 1.1, Talbot 1.2. Tot. Hslds.: 874,600.

BANGOR, MAINE— Hancock 13.7, Knox 10.7, Penobscot 38.4, Piscataquis 5.3, Somerset 13.0, Waldo 8.6, Washington 10.4. Tot. Hslds.: 123,800.

BATON ROUGE, LA.— Ascension 7.4, Assumption 2.7, East Baton Rouge 55.5, East Feliciana 2.2, Iberville 4.1, Livingston 8.9, Pointe Coupee 3.3, St. Helena 1.3, St. Mary 8.1, West Baton Rouge 2.5, West Feliciana 1.0; MISS.: Amite 1.8, Wilkinson 1.3. Tot. Hslds.: 254,200.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.2, Jefferson 55.5, Newton 3.0, Orange 18.4, Sabine 2.3, Tyler 4.3. Tot. Hslds.: 188,100.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 25,100.

BILLINGS-HARDIN, MONT.— Big Horn 3.9, Carbon 4.3, Custer 6.3, Garfield 0.7, Golden Valley 0.5, Musselshell 2.2, Park 6.5, Petroleum 0.2, Rosebud 4.9, Stillwater 2.7, Sweet Grass 1.5, Treasure 0.5, Wheatland 1.0, Yellowstone 54.6; WYO.: Park 10.2. Tot. Hslds.: 86,100.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.7, Stone 5.3. Tot. Hslds.: 62,200.

BINGHAMTON, N.Y.— Broome 50.9, Chenango 11.5, Delaware 10.9, Tioga 11.7; PA.: Bradford 14.9. Tot. Hslds.: 158,000.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.8, Cherokee 1.4, Chilton 2.4, Clay 0.9, Coosa 0.8, Cullman 4.8, Etowah 7.7, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 51.3, Marion 2.3, Perry 0.9, St. Clair 3.2, Shelby 5.2, Talladega 5.2, Walker 5.1, Winston 1.7. Tot. Hslds.: 506,800.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Tazewell 12.7; W.VA.: Fayette 15.1, Greenbrier 10.2, McDowell 11.4, Mercer 20.0, Monroe 3.4, Raleigh 23.3, Summers 3.9. Tot. Hslds.: 138,700.

BOISE, IDA.— Ada 47.0, Adams 0.8, Blaine 3.2, Boise 0.9, Camas 0.2, Canyon 19.2, Elmore 4.4, Gem 2.8, Owyhee 1.8, Payette 3.8, Valley 1.4, Washington 2.0; ORE.: Baker 4.0, Grant 2.0, Malheur 6.3. Tot. Hslds.: 153,300.

BOSTON, MASS.— Barnstable 3.5, Essex 12.0, Franklin 1.3, Middlesex 24.5, Nantucket 0.1, Norfolk 10.9, Plymouth 7.3, Suffolk 12.6, Worcester 11.8; N.H.: Belknap 0.9, Cheshire 1.1, Hillsborough 5.3, Merrimack 1.9, Rockingham 3.8, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 2,017,000.

BOWLING GREEN, KY.— Adair 15.3, Metcalfe 9.9, Warren 74.7. Tot. Hslds.: 37,200.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Leslie 1.8, Letcher 3.9; N.C.: Avery 1.9; TENN.: Carter 6.9, Greene 7.3, Hawkins 5.9, Johnson 1.9, Sullivan 20.1, Unicoi 2.2, Washington 12.0; VA.: Bristol city 2.0, Buchanan 4.4, Dickenson 2.5, Lee 3.3, Norton city 0.6, Russell 4.2, Scott 3.1, Smyth 4.2, Washington 5.9, Wise 5.5. Tot. Hslds.: 278,000.

BUFFALO, N.Y.— Allegany 2.9, Cattaraugus 5.0, Chautauqua 8.8, Erie 58.7, Genesee 3.4, Niagara 12.8, Orleans 2.3, Wyoming 2.2; PA.: McKean 3.0, Potter 1.1. Tot. Hslds.: 621,600.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.2, Essex 6.3, Franklin 7.2; VT.: Addison 4.7, Caledonia 4.5, Chittenden 19.4, Franklin 5.6, Grand Isle 0.8, Lamoille 3.0, Orange 3.9, Orleans 3.9, Rutland 10.1, Washington 9.0, Windsor 9.4. Tot. Hslds.: 220,300.

BUTTE, MONT.— Beaverhead 6.7, Deer Lodge 8.8, Gallatin 37.6, Jefferson 6.2, Madison 4.7, Powell 5.2, Silver Bow 30.9. Tot. Hslds.: 46,600.

CASPER-RIVERTON, WYO.— Converse 9.4, Fremont 23.6, Hot Springs 3.7, Johnson 4.4, Natrona 50.5, Niobrara 2.1, Washakie 6.2. Tot. Hslds.: 56,400.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— ILL.: Jo Daviess 2.7; IOWA: Allamakee 1.7, Benton 2.8, Black Hawk 1[illegible].4, Bremer 2.8, Buchanan 2.5, Butler 2.0, Chickasaw 1.7, Clayton 2.5, Delaware 2.0, Dubuque 9.7, Fayette 2.9, Grundy 1.7, Iowa 1.8, Johnson 10.1, Jones 2.2, Keokuk 1.5, Linn 20.1, Tama 2.2, Washington 2.4, Winneshiek 2.3; WISC.: Crawford 1.8, Grant 5.4. Tot. Hslds.: 326,700.

CHARLESTON, S.C.— Berkeley 19.2, Charleston 49.0, Colleton 5.7, Dorchester 12.0, Georgetown 7.8, Williamsburg 6.2. Tot. Hslds.: 201,900.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.6, Elliott 0.5, Floyd 3.3, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Lewis 0.9, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.5; OHIO: Athens 3.6, Gallia 2.0, Jackson 2.1, Lawrence 4.4, Meigs 1.7, Scioto 5.9, Vinton 0.8, Washington 4.4; W.VA.: Boone 2.0, Cabell 7.8, Calhoun 0.6, Clay 0.8, Jackson 1.8, Kanawha 16.9, Lincoln 1.5, Logan 3.3, Mason 1.9, Mingo 2.4, Nicholas 1.9, Putnam 2.8, Roane 1.0, Wayne 3.2, Webster 0.9, Wirt 0.4, Wyoming 2.3. Tot. Hslds.: 426,800.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.3, Ashe 1.4, Burke 4.3, Cabarrus 5.1, Caldwell 3.9, Catawba 6.3, Cleveland 4.7, Gaston 9.1, Iredell 4.8, Lincoln 2.6, Mecklenburg 25.0, Richmond 2.6, Rowan 5.9, Stanly 2.9, Union 3.9, Watauga 1.8; S.C.: Chester 1.6, Chesterfield 2.2, Lancaster 3.0, York 6.2. Tot. Hslds.: 661,700.

CHARLOTTESVILLE, VA.— Albemarle 62.4, Charlottesville city 37.6. Tot. Hslds.: 35,600.

CHATTANOOGA, TENN.— ALA.: Jackson 6.6; GA.: Catoosa 4.7, Chattooga 2.6, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.7, Whitfield 8.1; N.C.: Cherokee 2.5; TENN.: Bledsoe 1.1, Bradley 8.5, Grundy 1.6, Hamilton 38.6, McMinn 5.2, Marion 3.0, Meigs 0.9, Polk 1.6, Rhea 3.1, Sequatchie 1.1. Tot. Hslds.: 296,600.

CHEYENNE, WYO.— NEB.: Banner 1.0, Morrill 7.8; WYO.: Laramie 91.2. Tot. Hslds.: 30,600.

CHICAGO, ILL.— Cook 62.2, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Kane 3.4, Kankakee 1.2, Kendall 0.5, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.9, Will 3.7; IND.: Jasper 0.3, Lake 5.7, La Porte 1.2, Newton 0.2, Porter 1.4; WISC.: Kenosha 1.5. Tot. Hslds.: 3,034,400.

CHICO-REDDING, CALIF.— Butte 43.4, Glenn 5.6, Modoc 2.3, Shasta 34.0, Tehama 11.2, Trinity 3.5. Tot. Hslds.: 150,800.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.5, Bracken 0.4, Campbell 4.1, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.1, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1; OHIO: Adams 1.3, Brown 1.7, Butler 13.7, Clermont 6.8, Hamilton 47.1, Highland 1.9, Warren 5.0. Tot. Hslds.: 697,900.

CLARKSBURG-WESTON, W.VA.— Barbour 6.8, Braxton 6.0, Doddridge 3.0, Gilmer 3.3, Harrison 32.8, Lewis 7.8, Pleasants 3.2, Randolph 11.7, Ritchie 4.9, Taylor 6.9, Tucker 3.8, Upshur 9.8. Tot. Hslds.: 88,900.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.6, Cuyahoga 40.1, Erie 2.1, Geauga 1.8, Holmes 0.6, Huron 1.4, Lake 5.5, Lorain 6.8, Medina 2.9, Portage 3.4, Richland 3.4, Stark 9.8, Summit 13.7, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,406,300.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 0.9, Cheyenne 0.4, Crowley 0.6, Custer 0.3, El Paso 58.7, Fremont 5.4, Huerfano 1.2, Kiowa 0.3, Las Animas 2.6, Otero 3.8, Prowers 2.4, Pueblo 21.9, Saguache 0.6. Tot. Hslds.: 215,400.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.5, Kershaw 5.6, Lee 2.2, Lexington 21.7, Newberry 4.5, Orangeburg 10.9, Richland 38.1, Sumter 11.4. Tot. Hslds.: 266,800.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 6.3, Boone 25.0, Callaway 7.4, Chariton 2.6, Cole 13.9, Cooper 3.5, Howard 2.4, Maries 1.9, Miller 4.9, Moniteau 2.8, Morgan 3.7, Osage 2.6, Pettis 9.0, Phelps 7.7, Randolph 6.2. Tot. Hslds.: 153,100.

COLUMBUS, GA.— ALA.: Barbour 4.7, Chambers 7.7, Lee 16.4, Randolph 3.9, Russell 9.4; GA.: Chattahoochee 1.6, Clay 0.6, Dooly 2.0, Harris 3.2, Macon 2.6, Marion 0.9, Muscogee 32.6, Quitman 0.4, Randolph 1.8, Schley 0.6, Stewart 1.0, Sumter 5.3, Talbot 1.1, Taylor 1.4, Terrell 2.2, Webster 0.4. Tot. Hslds.: 185,300.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.0, Pickens 4.7; MISS.: Calhoun 3.6, Chickasaw 4.9, Choctaw 2.0, Clay 4.7, Itawamba 5.3, Lee 14.6, Lowndes 13.3, Monroe 8.3, Montgomery 2.9, Noxubee 2.7, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.9, Tishomingo 4.7, Webster 2.3, Winston 4.4. Tot. Hslds.: 153,700.

COLUMBUS, OHIO— Coshocton 2.1, Crawford 2.8, Delaware 3.1, Fairfield 5.4, Fayette 1.5, Franklin 53.6, Hardin 1.8, Hocking 1.5, Knox 2.6, Licking 7.0, Madison 1.8, Marion 3.7, Morgan 0.8, Morrow 1.5, Perry 1.8, Pickaway 2.3, Pike 1.3, Ross 3.6, Union 1.7. Tot. Hslds.: 647,000.

CORPUS CHRISTI, TEX.— Aransas 3.8, Bee 5.3, Brooks 1.6, Duval 2.4, Jim Hogg 1.1, Jim Wells 7.2, Kenedy 0.1, Kleberg 6.3, Live Oak 2.2, Nueces 56.5, Refugio 1.9, San Patricio 11.7. Tot. Hslds.: 166,700.

DALLAS-FT. WORTH, TEX.— Anderson 1.0, Bosque 0.4, Collin 4.0, Comanche 0.3, Cooke 0.7, Dallas 43.4, Delta 0.1, Denton 4.2, Ellis 1.5, Erath 0.7, Fannin 0.7, Freestone 0.4, Grayson 2.4, Hamilton 0.3, Henderson 1.4, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Johnson 1.9, Kaufman 1.0, Lamar 1.1, Limestone 0.5, Navarro 1.0, Palo Pinto 0.6, Parker 1.3, Rains 0.2, Rockwall 0.5, San Saba 0.2, Somervell 0.1, Tarrant 24.2, Van Zandt 0.9, Wise 0.7, Wood 0.7. Tot. Hslds.: 1,511,200.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.1, Henderson 1.1, Henry 6.4, Knox 7.1, Lee 3.3, Mercer 2.2, Rock Island 19.1, Warren 2.4, Whiteside 7.4; IOWA: Cedar 2.2, Clinton 6.4, Des Moines 5.5, Henry 2.2, Jackson 2.6, Louisa 1.4, Muscatine 4.7, Scott 19.9. Tot. Hslds.: 329,900.

DAYTON, OHIO— IND.: Randolph 2.1, Wayne 5.3; OHIO: Auglaize 3.1, Champaign 2.5, Clark 10.7, Clinton 2.6, Darke 4.0, Greene 8.9, Logan 3.0, Mercer 2.5, Miami 6.6, Montgomery 43.1, Preble 2.8, Shelby 3.0. Tot. Hslds.: 456,100.

DENVER, COLO.— Adams 9.9, Alamosa 0.4, Arapahoe 14.4, Boulder 8.2, Chaffee 0.5, Clear Creek 0.3, Denver 22.2, Douglas 1.1, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.0, Kit

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

Carson 0.3, Lake 0.3, Larimer 6.5, Lincoln 0.2, Logan 0.8, Moffat 0.6, Morgan 0.9, Park 0.3, Phillips 0.2, Pitkin 0.5, Rio Blanco 0.2, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 4.9, Yuma 0.4; NEB.: Box Butte 0.6, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Keith 0.4, Kimball 0.2, Scotts Bluff 1.4; WYO.: Albany 1.1, Carbon 0.7, Goshen 0.5, Platte 0.5. Tot. Hslds.: 1,004,200.

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.7, Calhoun 1.3, Carroll 2.2, Clarke 0.9, Dallas 3.1, Decatur 0.9, Greene 1.3, Guthrie 1.2, Hamilton 1.9, Hardin 2.2, Humboldt 1.4, Jasper 3.8, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.3, Monroe 0.9, Pocahontas 1.1, Polk 32.4, Poweshiek 1.9, Ringgold 0.6, Story 6.8, Taylor 0.9, Union 1.5, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.5, Wright 1.7; MO.: Mercer 0.5. Tot. Hslds.: 378,300.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.6, Monroe 2.7, Oakland 22.5, St. Clair 2.9, Washtenaw 5.8, Wayne 48.1. Tot. Hslds.: 1,674,300.

DOTHAN, ALA.— Coffee 15.0, Dale 16.1, Geneva 9.3, Henry 5.8, Houston 30.9; FLA.: Jackson 14.7; GA.: Early 4.8, Seminole 3.3. Tot. Hslds.: 96,300.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.2; MINN.: Aitkin 3.0, Carlton 5.9, Cook 1.0, Itasca 9.3, Koochiching 3.5, Lake 2.6, St. Louis 46.6, WISC.: Ashland 3.6, Bayfield 3.1, Douglas 9.5, Iron 1.5, Sawyer 3.0, Washburn 3.1. Tot. Hslds.: 175,200.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 49.4; CALIF.: Imperial 50.6. Tot. Hslds.: 62,000.

EL PASO, TEX.— N.M.: Dona Ana 18.5, Luna 3.0; TEX.: Culberson 0.5, El Paso 77.6, Hudspeth 0.4. Tot. Hslds.: 203,700.

ELMIRA, N.Y.— Chemung 40.2, Steuben 42.9; PA.: Tioga 16.9. Tot. Hslds.: 75,800.

ERIE, PA.— Crawford 21.4, Erie 67.2, Warren 11.4. Tot. Hslds.: 153,100.

EUGENE, ORE.— Coos 14.4, Douglas 21.4, Lane 64.2. Tot. Hslds.: 182,300.

EUREKA, CALIF.— Del Norte 12.8, Humboldt 75.3; ORE.: Curry 11.9. Tot. Hslds.: 58,800.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.0, Wayne 2.8, White 2.8; IND.: Dubois 4.7, Gibson 4.9, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.6, Vanderburgh 24.7, Warrick 6.1; KY.: Daviess 12.1, Hancock 1.1, Henderson 6.0, Hopkins 6.6, McLean 1.3, Muhlenberg 4.4, Ohio 3.1, Union 2.2, Webster 2.1. Tot. Hslds.: 264,300.

FARGO, N.D.— MINN.: Becker 5.1, Clay 8.0, Clearwater 1.5, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.6, Otter Tail 9.2, Pennington 2.7, Polk 5.9, Red Lake 0.8, Roseau 2.2, Wilkin 1.3; N.D.: Barnes 2.4, Benson 1.2, Cass 16.9, Cavalier 1.2, Dickey 1.2, Eddy 0.6, Foster 0.8, Grand Forks 11.0, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.2, Towner 0.8, Traill 1.6, Walsh 2.6. Tot. Hslds.: 212,800.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 27,800.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.3, Clare 2.2, Genesee 35.4, Gladwin 1.8, Gratiot 3.1, Huron 3.0, Iosco 2.5, Isabella 3.9, Midland 5.9, Ogemaw 1.5, Saginaw 17.4, Sanilac 3.3, Shiawassee 5.3, Tuscola 4.2. Tot. Hslds.: 445,900.

FLORENCE, S.C.— Darlington 15.9, Dillon 7.2, Florence 28.8, Horry 32.1, Marion 8.4, Marlboro 7.5. Tot. Hslds.: 138,900.

FT. MYERS-NAPLES, FLA.— Charlotte 17.4, Collier 23.9, Hendry 3.7, Lee 55.0. Tot. Hslds.: 180,800.

FT. SMITH, ARK.— Crawford 10.3, Franklin 4.2, Logan 5.4, Scott 2.8, Sebastian 28.0, Washington 28.6; OKLA.: Le Flore 12.1, Sequoyah 8.7. Tot. Hslds.: 136,200.

FT. WAYNE, IND.— Adams 4.3, Allen 45.2, De Kalb 5.0, Huntington 5.5, Jay 3.5, Noble 5.5, Steuben 4.1, Wabash 5.3, Wells 3.9, Whitley 3.9; OHIO: Defiance 5.9, Paulding 3.1, Van Wert 4.8. Tot. Hslds.: 228,700.

FRESNO-VISALIA, CALIF.— Fresno 50.1, Kings 6.4, Madera 6.3, Mariposa 1.3, Merced 13.0, Tulare 22.9. Tot. Hslds.: 402,300.

GAINESVILLE, FLA.— Alachua 81.4, Dixie 4.0, Gilchrist 3.2, Levy 11.4. Tot. Hslds.: 77,800.

GLENDIVE, MONT.— Dawson 87.0, Prairie 13.0. Tot. Hslds.: 5,600.

GRAND JUNCTION, COLO.— Delta 13.6, La Plata 17.0, Mesa 51.3, Montrose 14.3, Ouray 1.0, San Juan 0.6, San Miguel 2.1. Tot. Hslds.: 67,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.0, Barry 2.8, Branch 2.5, Calhoun 8.6, Ionia 2.9, Kalamazoo 13.5, Kent 28.8, Mecosta 2.0, Montcalm 3.0, Muskegon 9.5, Newaygo 2.3, Oceana 1.4, Ottawa 9.4, St. Joseph 3.6, Van Buren 4.3. Tot. Hslds.: 580,500.

GREAT FALLS, MONT.— Blaine 3.8, Broadwater 2.2, Cascade 45.2, Chouteau 3.2, Fergus 7.4, Glacier 5.2, Hill 9.9, Judith Basin 1.5, Liberty 1.5, Meagher 1.2, Phillips 3.1, Pondera 3.6, Teton 3.6, Toole 3.3, Valley 5.4. Tot. Hslds.: 68,800.

GREEN BAY, WISC.— MICH.: Delta 3.8, Dickinson 2.8, Menominee 2.6, Schoolcraft 0.8; WISC.: Brown 18.4, Calumet 3.0, Door 2.9, Fond du Lac 8.7, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.3, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.8, Waupaca 4.5, Waushara 2.2, Winnebago 13.9. Tot. Hslds.: 361,200.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.6, Alleghany 0.8, Caswell 1.4, Davidson 8.9, Davie 2.0, Forsyth 15.9, Guilford 24.9, Montgomery 1.7, Randolph 7.4, Rockingham 6.5, Stokes 2.6, Surry 4.6, Wilkes 4.6, Yadkin 2.2; VA.: Carroll 2.0, Galax city 0.6, Grayson 1.2, Patrick 1.3. Tot. Hslds.: 482,300.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.3, Carteret 8.1, Craven 11.8, Duplin 6.6, Edgecombe 8.9, Greene 2.4, Hyde 0.9, Jones 1.4, Lenoir 9.9, Martin 4.1, Onslow 15.4, Pamlico 1.7, Pitt 15.8, Tyrrell 0.6, Washington 2.3. Tot. Hslds.: 221,700.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, Franklin 1.0, Hart 1.1, Madison 1.1, Stephens 1.3; N.C.: Buncombe 10.8, Graham 0.4, Haywood 3.0, Henderson 4.4, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.6, Transylvania 1.5, Yancey 0.9; S.C.: Abbeville 1.4, Anderson 8.8, Cherokee 2.4, Greenville 18.9, Greenwood 3.7, Laurens 3.0, Oconee 3.3, Pickens 4.9, Spartanburg 13.0, Union 1.8. Tot. Hslds.: 602,400.

GREENWOOD-GREENVILLE, MISS.— Bolivar 16.5, Carroll 3.9, Grenada 8.9, Holmes 8.7, Leflore 15.8, Sunflower 12.2, Tallahatchie 6.2, Washington 27.8. Tot. Hslds.: 64,300.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 41,700.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.7, Cumberland 13.2, Dauphin 17.8, Juniata 1.4, Lancaster 25.9, Lebanon 7.7, Mifflin 3.3, Perry 2.7, York 23.2. Tot. Hslds.: 527,800.

HARRISONBURG, VA.— Harrisonburg city 25.8, Rockingham 54.1; W.VA.: Grant 11.1, Pendleton 9.0. Tot. Hslds.: 33,300.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.5, Litchfield 7.3, Middlesex 6.1, New Haven 34.5, New London 10.8, Tolland 4.8. Tot. Hslds.: 817,800.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 18,800.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.7, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 4.1, Galveston 5.5, Grimes 0.4, Harris 71.6, Jackson 0.4, Liberty 1.4, Matagorda 1.1, Montgomery 4.0, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,387,800.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.1, De Kalb 8.3, Franklin 4.3, Lauderdale 11.9, Lawrence 4.1, Limestone 6.4, Madison 29.5, Marshall 10.2, Morgan 13.4; TENN.: Lincoln 3.8. Tot. Hslds.: 289,800.

IDAHO FALLS-POCATELLO, IDA.— Bannock 24.1, Bingham 11.7, Bonneville 22.7, Butte 1.1, Cassia 6.4, Clark 0.3, Custer 1.8, Fremont 3.8, Jefferson 5.0, Lemhi 2.9, Madison 5.5, Minidoka 6.7, Power 2.5, Teton 0.9; WYO.: Lincoln 4.6. Tot. Hslds.: 88,000.

INDIANAPOLIS, IND.— Bartholomew 2.9, Blackford 0.7, Boone 1.6, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.3, Fayette 1.2, Fountain 0.8, Grant 3.3, Hamilton 3.8, Hancock 1.9, Hendricks 3.0, Henry 2.2, Howard 3.8, Jennings 0.9, Johnson 3.4, Lawrence 1.9, Madison 5.9, Marion 35.2, Miami 1.6, Monroe 4.3, Montgomery 1.6, Morgan 2.2, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.7, Tipton 0.7, Warren 0.4, White 1.1. Tot. Hslds.: 829,300.

JACKSON, MISS.— Adams 4.8, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 34.3, Humphreys 1.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.5, Lawrence 1.6, Leake 2.4, Lincoln 3.9, Madison 5.4, Pike 4.7, Rankin 9.4, Scott 3.2, Sharkey 0.8, Simpson 3.0, Smith 1.8, Walthall 1.7, Warren 6.7, Yazoo 3.3. Tot. Hslds.: 277,800.

JACKSON, TENN.— Hardin 18.7, Henderson 18.7, Madison 62.7. Tot. Hslds.: 46,000.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.8, Clay 6.5, Columbia 3.5, Duval 56.7, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 6.1, Suwannee 2.2, Union 0.6; GA.: Brantley 0.8, Camden 1.3, Charlton 0.6, Clinch 0.5, Glynn 5.4, Ware 3.2. Tot. Hslds.: 402,500.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.0, Blair 17.5, Cambria 22.5, Cameron 0.9, Centre 13.4, Clearfield 10.5, Elk 4.7, Forest 0.7, Fulton 1.8, Huntingdon 5.2, Jefferson 6.5, Somerset 10.5. Tot. Hslds.: 280,700.

JONESBORO, ARK.— Clay 11.7, Craighead 34.5, Greene 17.5, Lawrence 10.5, Randolph 9.3, Sharp 9.3; MO.: Ripley 7.2. Tot. Hslds.: 47,800.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 18.8; KANS.: Allen 3.7, Bourbon 3.8, Cherokee 5.1, Crawford 8.9, Labette 5.7, Neosho 4.1, Wilson 2.7, Woodson 1.0; MO.: Barton 2.6, Jasper 19.4, McDonald 3.3, Newton 9.0, Vernon 4.3; OKLA.: Ottawa 7.5. Tot. Hslds.: 175,200.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.7, Franklin 1.3, Jefferson 0.8, Johnson 16.2, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 9.1; MO.: Andrew 0.8, Bates 0.9, Caldwell 0.5, Carroll 0.7, Cass 2.7, Clay 7.6, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Grundy 0.7, Henry 1.1, Jackson 35.0, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.9, Platte 2.7, Ray 1.1, Saline 1.4. Tot. Hslds.: 691,400.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.4, Knox 2.6, McCreary 1.3, Russell 1.3, Wayne 1.5, Whitley 3.1; TENN.: Anderson 6.3, Blount 7.3, Campbell 3.2, Claiborne 2.2, Cocke 2.6, Cumberland 2.8, Fentress 1.3, Grainger 1.5, Hamblen 4.9, Hancock 0.6, Jefferson 2.9, Knox 30.5, Loudon 2.7, Monroe 2.5, Morgan 1.4, Roane 4.4, Scott 1.7, Sevier 4.2, Union 1.1. Tot. Hslds.: 416,700.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 9.7; WISC.: Buffalo 3.3, Chippewa 11.2, Eau Claire 18.6, Jackson 3.9, Juneau 5.1, La Crosse 21.0, Monroe 7.8, Rusk 3.5, Trempealeau 5.9, Vernon 6.0. Tot. Hslds.: 163,400.

LAFAYETTE, IND.— Benton 7.8, Tippecanoe 92.2. Tot. Hslds.: 45,800.

LAFAYETTE, LA.— Acadia 10.1, Allen 3.9, Evangeline 6.1, Iberia 11.3, Jefferson Davis 5.7, Lafayette 31.1, St. Landry 15.2, St. Martin 7.3, Vermilion 9.3. Tot. Hslds.: 154,200.

LAKE CHARLES, LA.— Beauregard 14.6, Calcasieu 80.9, Cameron 4.5. Tot. Hslds.: 75,800.

LANSING, MICH.— Clinton 8.6, Eaton 15.5, Hillsdale 6.7, Ingham 45.2, Jackson 24.0. Tot. Hslds.: 215,100.

LAREDO, TEX.— Webb 92.7, Zapata 7.3. Tot. Hslds.: 33,000.

LAS VEGAS, NEV.— Clark 98.0, Lincoln 0.6, Nye (southern portion) 1.3. Tot. Hslds.: 218,000.

LAUREL-HATTIESBURG, MISS.— Covington 6.4, Forrest 28.7, Jasper 6.8, Jones 25.9, Lamar 10.3, Marion 10.4, Perry 4.0, Wayne 7.5. Tot. Hslds.: 67,700.

LEXINGTON, KY.— Anderson 1.5, Bath 1.1, Bourbon 2.2, Boyle 3.0, Breathitt 1.7, Casey 1.8, Clark 3.4, Clay 2.4, Estill 1.7, Fayette 25.6, Fleming 1.5, Franklin 5.3, Garrard 1.3, Harrison 1.7, Jackson 1.3, Jessamine 3.1, Knott 1.9, Laurel 4.6, Lee 0.9, Lincoln 2.2, Madison 5.7, Menifee 0.5, Mercer 2.3, Montgomery 2.4, Nicholas 0.8, Owsley 0.6, Perry 3.7, Powell 1.2, Pulaski 5.7, Rockcastle 1.6, Rowan 1.9, Scott 2.5, Wolfe 0.8, Woodford 2.0. Tot. Hslds.: 314,700.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 40,800.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.8, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2; NEB.: Adams 4.7, Boone 1.0, Brown 0.7, Buffalo 5.3, Chase 0.7, Clay 1.2, Custer 2.8, Dawson 3.4, Dundy 0.5, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.3, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 30.7, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.6, Phelps 1.4, Platte 4.2, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hslds.: 257,800.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.2, Calhoun 0.5, Clark 1.8, Cleburne 1.7, Cleveland 0.7, Conway 1.6, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 4.0, Garland 6.9, Grant 1.1, Hot Spring 2.3, Independence 2.6, Jackson 1.8, Jefferson 6.9, Johnson 1.5, Lincoln 0.8, Lonoke 2.9, Monroe 1.0, Montgomery 0.7, Nevada 0.9, Ouachita 2.6, Perry 0.6, Pike 0.9, Polk 1.5, Pope 3.5, Prairie 0.8, Pulaski 29.6, Saline 4.4, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.9, Yell 1.5. Tot. Hslds.: 442,100.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 64.7, Orange 18.8, Riverside (western portion) 5.1, San Bernardino 8.2, Ventura 4.5. Tot. Hslds.: 4,485,800.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LOUISVILLE, KY.— IND.: Clark 6.5, Crawford 0.7, Floyd 4.5, Harrison 2.0, Jackson 2.7, Jefferson 2.2, Orange 1.4, Scott 1.5, Washington 1.6; KY.: Breckinridge 1.2, Bullitt 2.9, Grayson 1.6, Green 0.8, Hardin 5.3, Hart 1.2, Henry 0.9, Jefferson 50.8, Larue 0.9, Marion 1.2, Meade 1.5, Nelson 1.9, Oldham 1.9, Shelby 1.7, Spencer 0.4, Taylor 1.7, Trimble 0.4, Washington 0.7. Tot. Hslds.: 503,300.

LUBBOCK, TEX.— N.M.: Roosevelt 4.1; TEX.: Bailey 1.8, Borden 0.2, Cochran 1.0, Crosby 1.9, Dawson 3.7, Dickens 0.9, Floyd 2.2, Gaines 3.1, Garza 1.2, Hale 8.6, Hockley 5.5, Kent 0.3, Lamb 4.3, Lubbock 53.2, Lynn 1.8, Motley 0.5, Terry 3.4, Yoakum 2.2. Tot. Hslds.: 147,900.

MACON, GA.— Baldwin 7.2, Bibb 35.3, Bleckley 2.3, Crawford 1.5, Dodge 3.8, Houston 18.0, Jones 4.0, Laurens 8.5, Monroe 3.3, Peach 4.5, Pulaski 2.0, Twiggs 2.0, Washington 4.0, Wheeler 1.2, Wilkinson 2.2. Tot. Hslds.: 156,400.

MADISON, WISC.— Columbia 8.4, Dane 55.0, Green 5.9, Iowa 3.6, Lafayette 3.1, Marquette 2.6, Richland 3.2, Sauk 8.3. Tot. Hslds.: 203,000.

MANKATO, MINN.— IOWA: Emmet 21.8; MINN.: Blue Earth 78.2. Tot. Hslds.: 23,400.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.4, Houghton 23.6, Iron 9.9, Keweenaw 1.3, Marquette 45.4, Ontonagon 5.9; WISC.: Florence 2.7. Tot. Hslds.: 55,800.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.2, Hidalgo 52.9, Starr 5.0, Willacy 2.8. Tot. Hslds.: 173,000.

MEDFORD, ORE.— CALIF.: Siskiyou 14.2; ORE.: Jackson 43.9, Josephine 20.8, Klamath 18.6, Lake 2.5. Tot. Hslds.: 117,500.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.8, Mississippi 3.3, Phillips 1.9, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.2, Benton 0.4, Coahoma 2.0, De Soto 3.3, Lafayette 2.0, Marshall 1.7, Panola 1.6, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.8; MO.: Dunklin 2.3, Pemiscot 1.4; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.2, Fayette 1.3, Gibson 3.2, Hardeman 1.4, Haywood 1.1, Lauderdale 1.5, McNairy 1.5, Shelby 48.0, Tipton 2.0. Tot. Hslds.: 581,000.

MERIDIAN, MISS.— ALA.: Choctaw 7.5, Marengo 11.3, Sumter 7.3; MISS.: Clarke 8.3, Kemper 4.6, Lauderdale 39.2, Neshoba 12.0, Newton 9.8. Tot. Hslds.: 74,400.

MIAMI, FLA.— Broward 41.2, Dade 56.1, Monroe 2.6. Tot. Hslds.: 1,164,800.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.0, Ozaukee 3.4, Racine 8.9, Sheboygan 5.3, Walworth 3.9, Washington 4.3, Waukesha 14.1. Tot. Hslds.: 699,600.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 6.0, Benton 0.8, Big Stone 0.2, Brown 0.9, Carver 1.2, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Dakota 6.4, Goodhue 1.2, Hennepin 32.7, Isanti 0.7, Jackson 0.4, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 0.9, Martin 0.8, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.2, Redwood 0.6, Renville 0.6, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.5, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4; WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,164,400.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.5, Roosevelt 2.6, Sheridan 1.5, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.3, Bowman 1.1, Burke 1.0, Burleigh 15.7, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.1, Hettinger 1.1, Kidder 1.0, Logan 0.9, McHenry 1.9, McIntosh 1.3, McKenzie 1.9, McLean 3.3, Mercer 3.6, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.5, Ward 14.8, Wells 1.9, Williams 6.7; S.D.: Campbell 0.6, Corson 1.1, Walworth 1.9. Tot. Hslds.: 140,300.

MISSOULA, MONT.— Flathead 30.1, Granite 1.5, Lake 10.5, Mineral 2.1, Missoula 42.2, Ravalli 13.6. Tot. Hslds.: 72,100.

MOBILE-PENSACOLA, ALA.— Baldwin 7.5, Clarke 2.2, Conecuh 1.3, Escambia 3.1, Mobile 32.3, Monroe 1.8, Washington 1.4; FLA.: Escambia 22.0, Okaloosa 10.9, Santa Rosa 5.4; MISS.: George 1.3, Greene 0.8, Jackson 10.1. Tot. Hslds.: 421,300.

MONROE-EL DORADO, LA.— ARK.: Ashley 4.9, Chicot 3.1, Union 9.6; LA.: Caldwell 2.4, Catahoula 2.4, Concordia 4.3, East Carroll 2.0, Franklin 4.5, Jackson 3.6, La Salle 3.5, Lincoln 7.3, Madison 3.1, Morehouse 6.6, Ouachita 27.2, Richland 4.0, Tensas 1.6, Union 4.2, West Carroll 2.5, Winn 3.4. Tot. Hslds.: 188,800.

MONTGOMERY, ALA.— Autauga 6.7, Bullock 2.0, Butler 4.3, Covington 8.3, Crenshaw 3.0, Elmore 9.1, Lowndes 2.2, Macon 4.8, Montgomery 43.2, Pike 5.7, Tallapoosa 8.2, Wilcox 2.6. Tot. Hslds.: 176,300.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 2.0, Butler 0.6, Christian 3.1, Clinton 0.5, Cumberland 0.4, Edmonson 0.6, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5; TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Carroll 1.6, Cheatham 1.3, Clay 0.5, Coffee 2.2, Davidson 28.1, Decatur 0.6, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.3, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.1, Maury 2.9, Montgomery 4.5, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.7, Robertson 2.0, Rutherford 4.9, Smith 0.8, Stewart 0.5, Sumner 4.8, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.4, Wilson 3.3. Tot. Hslds.: 683,000.

NEW ORLEANS, LA.— Jefferson 27.8, Lafourche 4.5, Orleans 34.0, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.2, St. James 1.0, St. John the Baptist 1.9, St. Tammany 7.4, Tangipahoa 4.8, Terrebonne 5.3, Washington 2.6; MISS.: Hancock 1.6, Pearl River 2.0. Tot. Hslds.: 633,600.

NEW YORK, N.Y.— CONN.: Fairfield 4.3; N.J.: Bergen 4.6, Essex 4.4, Hudson 3.1, Hunterdon 0.5, Middlesex 3.2, Monmouth 2.8, Morris 2.1, Ocean 2.3, Passaic 2.3, Somerset 1.1, Sussex 0.7, Union 2.7; N.Y.: Bronx 6.2, Dutchess 1.3, Kings 12.5, Nassau 6.5, New York (Manhattan) 11.0, Orange 1.4, Putnam 0.4, Queens 11.0, Richmond 1.9, Rockland 1.3, Suffolk 6.2, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.1. Tot. Hslds.: 6,756,100.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 1.0, Dare 1.3, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7; VA.: Accomack 2.3, Chesapeake city 8.1, Franklin city 0.5, Gloucester 1.7, Hampton city 8.5, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.5, Norfolk city 18.0, Northampton 1.1, Poquoson city 0.6, Portsmouth city 7.1, Southampton 1.0, Suffolk city 3.1, Surry 0.4, Virginia Beach city 20.3, Williamsburg city 0.6, York 2.4. Tot. Hslds.: 509,500.

NORTH PLATTE, NEB.— Arthur 1.2, Blaine 1.9, Hooker 2.5, Lincoln 88.3, Logan 2.5, McPherson 1.2, Thomas 2.5. Tot. Hslds.: 16,200.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.9; TEX.: Andrews 3.6, Brewster 2.0, Crane 1.2, Crockett 1.2, Ector 35.5, Glasscock 0.3, Howard 8.7, Jeff Davis 0.4, Loving 0.1, Martin 1.2, Midland 27.3, Pecos 3.4, Presidio 1.3, Reagan 1.0, Reeves 3.4, Terrell 0.4, Upton 1.2, Ward 3.5, Winkler 2.5. Tot. Hslds.: 138,700.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.6, Blaine 0.9, Caddo 2.0, Canadian 4.0, Cleveland 9.4, Custer 2.0, Dewey 0.4, Ellis 0.4, Garfield 4.2, Garvin 1.9, Grady 2.8, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.4, Kingfisher 0.9, Kiowa 0.9, Lincoln 1.9, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.8, Noble 0.8, Okfuskee 0.8, Oklahoma 40.7, Payne 4.0, Pottawatomie 3.9, Roger Mills 0.3, Seminole 1.8, Washita 1.0, Woods 0.7, Woodward 1.4. Tot. Hslds.: 602,600.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.1, Harrison 1.7, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.4, Shelby 1.6; MO.: Atchison 0.9; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 4.0, Douglas 45.2, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.3, Sarpy 8.8, Saunders 2.0, Seward 1.6, Washington 1.7. Tot. Hslds.: 349,300.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.8, Flagler 0.9, Lake 7.2, Marion 8.8, Orange 28.8, Osceola 3.9, Seminole 11.7, Sumter 1.5, Volusia 18.3. Tot. Hslds.: 698,100.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.6, Jefferson 20.9, Van Buren 11.3; MO.: Adair 31.8, Putnam 7.5, Schuyler 6.8, Sullivan 9.9. Tot. Hslds.: 29,200.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.5, Franklin 5.5, Hamilton 1.2, Hardin 0.6, Jackson 7.2, Jefferson 4.7, Johnson 1.2, Massac 1.9, Pope 0.6, Pulaski 1.0, Saline 3.7, Union 2.3, Williamson 7.3; KY.: Ballard 1.0, Caldwell 1.5, Calloway 3.6, Carlisle 0.6, Crittenden 1.0, Fulton 1.0, Graves 4.0, Hickman 0.6, Livingston 1.1, Lyon 0.8, McCracken 7.3, Marshall 3.1; MO.: Bollinger 1.2, Butler 4.5, Cape Girardeau 6.7, Carter 0.6, Mississippi 1.6, New Madrid 2.4, Reynolds 0.9, Scott 4.4, Stoddard 3.3, Wayne 1.4; TENN.: Lake 0.8, Obion 3.8, Weakley 3.7. Tot. Hslds.: 328,700.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 54,800.

PANAMA CITY, FLA.— Bay 56.5, Calhoun 4.7, Franklin 4.0, Gulf 5.1, Holmes 8.1, Walton 13.2, Washington 8.4. Tot. Hslds.: 72,600.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 35,100.

PEORIA, ILL.— Fulton 7.6, McLean 20.8, Marshall 2.5, Mason 3.4, Peoria 35.0, Putnam 1.1, Stark 1.3, Tazewell 22.8, Woodford 5.6. Tot. Hslds.: 218,000.

PHILADELPHIA, PA.— DEL.: Kent 1.3, New Castle 5.4; N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.6, Cape May 1.5, Cumberland 1.8, Gloucester 2.7, Mercer 4.2, Salem 0.9, Warren 1.2; PA.: Berks 4.6, Bucks 6.6, Chester 4.4, Delaware 7.5, Lehigh 4.1, Monroe 1.1, Montgomery 9.1, Northampton 3.2, Philadelphia 23.4, Schuylkill 2.4. Tot. Hslds.: 2,664,700.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.7, Graham 0.9, Greenlee 0.4, La Paz 0.6, Maricopa 81.0, Mohave 3.4, Navajo 2.6, Pinal 4.0, Yavapai 4.2; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 826,100.

PITTSBURGH, PA.— MD.: Garrett 0.8; OHIO: Columbiana 3.3; PA.: Allegheny 43.9, Armstrong 2.5, Beaver 5.9, Butler 4.3, Clarion 1.2, Fayette 4.8, Greene 1.2, Indiana 2.6, Lawrence 3.1, Venango 1.9, Washington 6.5, Westmoreland 11.7; W.VA.: Hancock 1.2, Marion 2.0, Monongalia 2.3, Preston 0.9. Tot. Hslds.: 1,254,700.

PORTLAND, ORE.— Benton 3.0, Clackamas 11.1, Clatsop 1.5, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.9, Linn 4.2, Marion 9.5, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.1, Wasco 1.0, Washington 12.7, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.6, Cowlitz 3.9, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 802,200.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.4, Cumberland 26.2, Franklin 3.3, Kennebec 12.9, Lincoln 3.2, Oxford 5.7, Sagadahoc 3.5, York 17.4; N.H.: Carroll 4.0, Coos 4.0, Grafton 7.7; VT.: Essex 0.7. Tot. Hslds.: 321,800.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 28,400.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.1; MASS.: Bristol 31.5, Dukes 0.8; R.I.: Bristol 2.7, Kent 10.1, Newport 5.2, Providence 37.6, Washington 6.0. Tot. Hslds.: 584,000.

QUINCY-HANNIBAL, ILL.— Adams 21.7, Brown 1.8, Cass 4.5, Hancock 7.5, McDonough 10.4, Pike 6.0, Schuyler 2.6, Scott 1.8; IOWA: Lee 13.2; MO.: Clark 2.4, Knox 1.7, Lewis 3.1, Macon 5.1, Marion 8.6, Monroe 2.8, Ralls 2.7, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 124,600.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.8, Durham 10.1, Franklin 1.8, Granville 1.9, Halifax 3.2, Harnett 3.6, Hoke 1.1, Johnston 4.6, Lee 2.4, Moore 3.6, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 21.1, Warren 0.9, Wayne 5.8, Wilson 3.9; VA.: Mecklenburg 1.7. Tot. Hslds.: 588,800.

RAPID CITY, S.D.— MONT.: Carter 0.6, Powder River 0.9; NEB.: Garden 1.1, Grant 0.3, Sheridan 3.1, Sioux 0.7; S.D.: Bennett 1.1, Butte 3.5, Custer 2.7, Fall River 3.6, Haakon 1.1, Harding 0.6, Jackson 1.3, Lawrence 7.9, Meade 7.8, Pennington 29.7, Perkins 1.9, Shannon 2.5, Ziebach 0.6; WYO.: Campbell 12.5, Crook 2.2, Sheridan 11.2, Weston 3.1. Tot. Hslds.: 94,900.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.9, Lassen 5.1, Placer (eastern portion) 2.2; NEV.: Carson City 8.8, Churchill 3.5, Douglas 5.5, Esmeralda 0.2, Humboldt 2.6, Lander 1.2, Lyon 3.8, Mineral 1.4, Nye (northern portion) 1.5, Pershing 0.9, Storey 0.4, Washoe 55.0. Tot. Hslds.: 164,300.

RICHMOND, VA.— Amelia 0.7, Augusta 4.6, Brunswick 1.2, Buckingham 1.0, Caroline 1.5, Charles City 0.5, Chesterfield 13.3, Colonial Heights city 1.5, Cumberland 0.7, Dinwiddie 1.5, Emporia city 0.4, Essex 0.8, Fluvanna 0.9, Goochland 1.0, Greene 0.7, Greensville 0.8, Hanover 4.4, Henrico 17.8, Hopewell city 2.1, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.6, Lunenburg 1.0, Madison 0.9, Middlesex 0.8, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.7, Petersburg city 3.7, Powhatan 1.0, Prince Edward 1.2, Prince George 1.6, Richmond 0.6, Richmond city 20.8, Staunton city 1.9, Sussex 0.8, Waynesboro city 1.4. Tot. Hslds.: 404,800.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.6, Bedford 3.6, Bedford city 0.6, Bland 0.6, Botetourt 2.5, Buena Vista city 0.6, Campbell 4.5, Charlotte 1.2, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 5.0, Floyd 1.3, Franklin 3.7, Giles 1.8, Halifax 2.8, Henry 5.9, Highland 0.3, Lexington city 0.6, Lynchburg city 7.2, Martinsville city 2.0, Montgomery 6.5, Nelson 1.2, Pittsylvania 6.7, Pulaski 3.7, Radford city 1.1, Roanoke 7.5, Roanoke city 12.0, Rockbridge 1.9, Salem city 2.5, South Boston city 0.7, Wythe 2.7; W.VA.: Pocahontas 1.1. Tot. Hslds.: 339,400.

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.1, Ontario 9.5, Wayne 8.8. Tot. Hslds.: 348,800.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.2, Floyd 5.0, Franklin 3.6, Hancock 3.7, Howard 2.9, Kossuth 5.5, Mitchell 3.1, Winnebago 3.5, Worth 2.4; MINN.: Dodge 3.7, Faribault 5.0, Fillmore 5.4, Freeborn 9.1, Mower 10.2, Olmsted 23.8. Tot. Hslds.: 147,300.

ROCKFORD, ILL.— Boone 5.5, Ogle 9.1, Stephenson 9.9, Winnebago 48.6; WISC.: Rock 26.9. Tot. Hslds.: 191,800.

ROSWELL, N.M.— Chaves 36.1, Eddy 31.0, Lea (northern portion) 32.9. Tot. Hslds.: 67,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.1, Colusa 0.5, Contra Costa (eastern portion) 2.9, El Dorado (western portion) 3.0, Mono 0.5, Nevada 2.8, Placer (western portion) 5.3, Plumas 0.8, Sacramento 37.7, San Joaquin 15.5, Sierra 0.2, Solano (eastern portion) 6.1, Stanislaus 11.6, Sutter 2.3, Tuolumne 1.7, Yolo 5.0, Yuba 2.1. Tot. Hslds.: 921,400.

ST. JOSEPH, MO.— Buchanan 63.2, Gentry 5.9, Harrison 8.3, Holt 5.3, Nodaway 15.2, Worth 2.2. Tot. Hslds.: 50,800.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jersey 0.7, Macoupin 1.9, Madison 8.8, Marion 1.7, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 9.0, Washington 0.8; MO.: Crawford 0.7, Franklin 2.5, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.6, St. Charles 5.2, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.7, St. Louis city 16.4, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,043,800.

SALINAS-MONTEREY, CALIF.— Monterey 53.9, San Benito 4.8, Santa Cruz 41.3. Tot. Hslds.: 196,600.

SALISBURY, MD.— DEL.: Sussex 46.4; MD.: Somerset 8.0, Wicomico 29.8, Worcester 15.8. Tot. Hslds.: 84,000.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.4, Caribou 0.5, Franklin 0.5, Oneida 0.2; MONT.: Fallon 0.2; NEV.: Elko 1.3, Eureka 0.1, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.5, Daggett 0.0, Davis 8.3, Duchesne 0.8, Emery 0.7, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.2, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.4, Utah 11.9, Wasatch 0.5, Washington 1.7, Wayne 0.1, Weber 9.2; WYO.: Big Horn 0.8, Sublette 0.3, Sweetwater 2.8, Teton 0.8, Uinta 1.2. Tot. Hslds.: 579,000.

SAN ANGELO, TEX.— Concho 2.5, Irion 1.2, McCulloch 8.1, Menard 2.1, Schleicher 2.3, Sutton 4.4, Tom Green 79.4. Tot. Hslds.: 43,200.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.7, Bexar 69.8, Blanco 0.4, Comal 3.1, De Witt 1.4, Dimmit 0.7, Edwards 0.1, Frio 0.8, Goliad 0.4, Gonzales 1.2, Guadalupe 3.6, Karnes 0.9, Kendall 0.9, Kerr 2.6, Kimble 0.3, Kinney 0.2, La Salle 0.4, Lavaca 1.5, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 516,500.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 766,500.

SAN FRANCISCO, CALIF.— Alameda 22.0, Contra Costa (western portion) 11.6, Lake 0.9, Marin 4.5, Mendocino 1.3, Napa 1.9, San Francisco 14.7, San Mateo 11.5, Santa Clara 23.4, Solano (western portion) 1.9, Sonoma 6.3. Tot. Hslds.: 2,080,800.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.8, Santa Barbara 63.2. Tot. Hslds.: 190,000.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 108,300.

SAVANNAH, GA.— Appling 2.7, Bacon 1.7, Bryan 1.9, Bulloch 5.9, Candler 1.3, Chatham 37.4, Effingham 3.5, Evans 1.5, Jeff Davis 2.1, Liberty 5.9, Long 0.8, McIntosh 1.5, Montgomery 1.1, Pierce 2.1, Tattnall 2.9, Toombs 4.2, Treutlen 1.0, Wayne 3.5; S.C.: Beaufort 12.5, Hampton 3.3, Jasper 2.6. Tot. Hslds.: 200,400.

SEATTLE-TACOMA, WASH.— Chelan 1.6, Clallam 1.8, Grays Harbor 2.2, Island 1.5, Jefferson 0.6, King 44.8, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.8, Mason 1.1, Pacific 0.6, Pierce 16.2, San Juan 0.3, Skagit 2.2, Snohomish 11.6, Thurston 4.5, Whatcom 3.6. Tot. Hslds.: 1,196,500.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 18,400.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.2, Hempstead 1.9, Howard 1.1, Lafayette 0.8, Little River 1.1, Miller 3.1, Sevier 1.2; LA.: Bienville 1.4, Bossier 6.9, Caddo 22.6, Claiborne 1.4, De Soto 2.2, Natchitoches 3.2, Red River 0.8, Sabine 2.3, Webster 3.7; OKLA.: McCurtain 3.0; TEX.: Bowie 6.6, Camp 0.9, Cass 2.5, Franklin 0.7, Gregg 9.2, Harrison 4.4, Marion 1.0, Morris 1.2, Panola 1.9, Red River 1.4, Rusk 3.7, San Augustine 0.7, Shelby 2.1, Titus 1.9, Upshur 2.7. Tot. Hslds.: 443,400.

SIOUX CITY, IOWA— Buena Vista 5.1, Cherokee 3.9, Clay 5.1, Dickinson 4.2, Ida 2.2, Monona 2.9, O'Brien 4.0, Palo Alto 3.1, Plymouth 5.7, Sac 3.4, Sioux 6.7, Woodbury 23.9; NEB.: Antelope 2.0, Cedar 2.5, Dakota 4.0, Dixon 1.6, Knox 2.6, Madison 7.7, Pierce 1.9, Stanton 1.5, Thurston 1.5, Wayne 2.1; S.D.: Union 2.6. Tot. Hslds.: 160,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.4; MINN.: Lincoln 1.3, Murray 1.8, Nobles 3.5, Pipestone 1.9, Rock 1.7; NEB.: Boyd 0.6, Cherry 1.1, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.4, Brookings 3.8, Brown 6.3, Brule 0.9, Buffalo 0.2, Charles Mix 1.5, Clark 0.8, Clay 2.2, Codington 3.7, Davison 3.2, Day 1.3, Deuel 0.8, Dewey 0.7, Douglas 0.6, Edmunds 0.3, Faulk 0.5, Grant 1.5, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.7, Hutchinson 1.5, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.8, Lincoln 2.3, Lyman 0.6, McCook 1.0, McPherson 0.7, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 20.4, Moody 1.1, Potter 0.6, Roberts 1.7, Sanborn 0.5, Spink 1.5, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.5, Yankton 3.1. Tot. Hslds.: 226,400.

SOUTH BEND-ELKHART, IND.— Elkhart 18.1, Fulton 2.6, Kosciusko 8.1, La Grange 3.0, Marshall 5.2, Pulaski 1.8, St. Joseph 30.8, Starke 2.8; MICH.: Berrien 21.4, Cass 6.3. Tot. Hslds.: 283,200.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.1, Boundary 0.8, Clearwater 1.1, Idaho 1.7, Kootenai 7.7, Latah 3.2, Lewis 0.4, Nez Perce 3.9, Shoshone 1.9; MONT.: Lincoln 2.0, Sanders 1.2; ORE.: Wallowa 0.9; WASH.: Adams 1.5, Asotin 2.2, Columbia 0.5, Douglas 2.9, Ferry 0.7, Garfield 0.3, Grant 5.9, Lincoln 1.2, Okanogan 3.9, Pend Oreille 1.0, Spokane 43.1, Stevens 3.4, Whitman 4.4. Tot. Hslds.: 319,600.

SPRINGFIELD, MASS.— Hampden 77.3, Hampshire 22.7. Tot. Hslds.: 211,300.

SPRINGFIELD, MO.— ARK.: Baxter 4.5, Boone 3.8, Carroll 2.5, Fulton 1.5, Izard 1.6, Madison 1.5, Marion 1.7, Newton 1.0; MO.: Barry 3.4, Benton 1.8, Camden 3.1, Cedar 1.7, Christian 3.1, Dade 1.1, Dallas 1.6, Dent 1.9, Douglas 1.6, Greene 25.9, Hickory 1.0, Howell 4.0, Laclede 3.3, Lawrence 4.0, Oregon 1.4, Ozark 1.2, Polk 2.5, Pulaski 3.7, St. Clair 1.2, Shannon 1.0, Stone 2.4, Taney 3.3, Texas 2.9, Webster 2.6, Wright 2.2. Tot. Hslds.: 287,500.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 17.2, Christian 4.0, Coles 5.5, Cumberland 1.2, De Witt 2.0, Douglas 2.1, Effingham 3.4, Ford 1.6, Iroquois 3.5, Logan 3.2, Macon 14.1, Menard 1.3, Morgan 4.1, Moultrie 1.5, Piatt 1.8, Sangamon 20.7, Shelby 2.6, Vermilion 10.2. Tot. Hslds.: 354,800.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.6, Madison 6.0, Oneida (western portion) 8.5, Onondaga 46.2, Oswego 11.2, Schuyler 1.7, Seneca 3.2, Tompkins 8.5, Yates 2.3. Tot. Hslds.: 369,100.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.2, Jefferson 2.4, Lafayette 0.9, Leon 39.8, Liberty 0.9, Madison 3.1, Taylor 4.0, Wakulla 2.9; GA.: Brooks 3.3, Decatur 5.6, Echols 0.5, Grady 4.4, Lowndes 15.7, Thomas 8.3. Tot. Hslds.: 158,200.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.1, De Soto 0.7, Hardee 0.7, Hernando 2.6, Highlands 2.2, Hillsborough 26.5, Manatee 7.0, Pasco 9.8, Pinellas 34.8, Polk 12.6. Tot. Hslds.: 1,036,000.

TERRE HAUTE, IND.— ILL.: Clark 4.2, Clay 3.9, Crawford 5.2, Edgar 5.3, Jasper 2.7, Lawrence 4.2, Richland 4.4; IND.: Clay 5.8, Daviess 6.4, Greene 7.5, Knox 9.9, Martin 2.4, Parke 3.7, Sullivan 5.1, Vermillion 4.5, Vigo 24.8. Tot. Hslds.: 160,300.

TOLEDO, OHIO— MICH.: Lenawee 7.9; OHIO: Fulton 3.5, Hancock 6.3, Henry 2.6, Lucas 45.8, Ottawa 3.9, Putnam 2.8, Sandusky 6.0, Seneca 5.5, Williams 3.5, Wood 10.1, Wyandot 2.1. Tot. Hslds.: 356,000.

TOPEKA, KANS.— Clay 2.7, Coffey 2.7, Geary 7.1, Jackson 3.0, Lyon 9.7, Marshall 3.5, Morris 1.8, Nemaha 2.9, Osage 4.1, Pottawatomie 4.1, Riley 13.9, Shawnee 42.8, Wabaunsee 1.7. Tot. Hslds.: 145,300.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.9, Charlevoix 5.1, Cheboygan 5.2, Chippewa 6.4, Crawford 2.3, Emmet 5.7, Grand Traverse 13.9, Kalkaska 3.0, Lake 2.2, Leelanau 3.6, Luce 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.6, Missaukee 2.4, Montmorency 2.0, Osceola 4.7, Oscoda 1.8, Otsego 3.6, Presque Isle 3.4, Roscommon 4.9, Wexford 6.4. Tot. Hslds.: 153,600.

TUCSON, ARIZ.— Cochise 12.0, Pima 84.3, Santa Cruz 2.6; N.M.: Catron 0.4, Hidalgo 0.7. Tot. Hslds.: 280,200.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.7; OKLA.: Adair 1.5, Cherokee 2.6, Craig 1.2, Creek 5.6, Delaware 2.3, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 3.0, Muskogee 6.0, Nowata 1.0, Okmulgee 3.3, Osage 3.6, Pawnee 1.5, Pittsburg 3.6, Rogers 4.3, Tulsa 44.5, Wagoner 4.0, Washington 4.6. Tot. Hslds.: 454,000.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 51,600.

TWIN FALLS, IDA.— Gooding 14.7, Jerome 17.9, Lincoln 3.9, Twin Falls 63.5. Tot. Hslds.: 30,700.

TYLER, TEX.— Angelina 20.3, Cherokee 12.4, Houston 6.8, Nacogdoches 15.5, Smith 45.0. Tot. Hslds.: 118,200.

UTICA, N.Y.— Herkimer 23.3, Oneida (eastern portion) 56.1, Otsego 20.6. Tot. Hslds.: 104,400.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,100.

WACO-TEMPLE, TEX.— Bell 26.0, Brazos 17.8, Burleson 2.2, Coryell 7.4, Falls 3.2, Lampasas 2.3, Leon 2.1, McLennan 30.1, Madison 1.6, Milam 3.9, Mills 0.8, Robertson 2.6. Tot. Hslds.: 223,600.

WASHINGTON, D.C.— District of Columbia 16.5; MD.: Allegany 1.9, Calvert 0.9, Charles 1.7, Frederick 2.8, Montgomery 15.1, Prince George's 15.6, St. Mary's 1.4; PA.: Franklin 2.9; VA.: Alexandria city 3.5, Arlington 4.7, Clarke 0.2, Culpeper 0.5, Fairfax 15.8, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.8, Fredericksburg city 0.4, King George 0.2, Loudoun 1.4, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.3, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5; W.VA.: Berkeley 1.2, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,512,300.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.1, Lewis 11.2, St. Lawrence 47.7. Tot. Hslds.: 78,800.

WAUSAU-RHINELANDER, WISC.— Adams 3.4, Clark 7.4, Forest 2.1, Langlade 4.6, Lincoln 6.5, Marathon 25.5, Oneida 8.0, Portage 12.6, Price 3.9, Taylor 4.0, Vilas 4.5, Wood 17.6. Tot. Hslds.: 160,500.

WEST PALM BEACH, FLA.— Glades 0.6, Indian River 7.3, Martin 8.1, Okeechobee 2.1, Palm Beach 71.5, St. Lucie 10.3. Tot. Hslds.: 417,800.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.0, Carroll 5.6, Guernsey 9.4, Harrison 3.8, Jefferson 19.5, Monroe 3.8, Noble 2.5; W.VA.: Brooke 6.4, Marshall 9.0, Ohio 13.9, Tyler 2.5, Wetzel 4.7. Tot. Hslds.: 166,700.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 3.0, Butler 4.1, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.4, Ellsworth 0.7, Finney 2.3, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.5, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Morton 0.3, Ness 0.4, Norton 0.6, Osborne 0.5, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.1, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 34.9, Seward 1.5, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.8, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 420,000.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.2, Cotton 1.9, Jackson 6.8, Jefferson 2.1, Stephens 11.1, Tillman 2.9; TEX.: Archer 1.8, Baylor 1.2, Clay 2.5, Foard 0.6, Hardeman 1.5, Jack 1.9, Knox 1.2, Montague 4.5, Throckmorton 0.6, Wichita 27.5, Wilbarger 3.8, Young 5.2. Tot. Hslds.: 160,900.

WILKES BARRE-SCRANTON, PA.— Carbon 4.9, Clinton 3.3, Columbia 5.4, Lackawanna 19.8, Luzerne 30.6, Lycoming 10.3, Montour 1.4, Northumberland 9.3, Snyder 2.9, Sullivan 0.5, Susquehanna 3.3, Union 2.5, Wayne 3.3, Wyoming 2.3. Tot. Hslds.: 427,100.

WILMINGTON, N.C.— Bladen 8.4, Brunswick 12.1, Columbus 14.1, New Hanover 32.6, Pender 6.5, Robeson 26.2. Tot. Hslds.: 129,000.

YAKIMA, WASH.— ORE.: Morrow 1.6, Umatilla 12.7; WASH.: Benton 25.1, Franklin 7.7, Kittitas (eastern portion) 4.1, Walla Walla 10.3, Yakima 38.6. Tot. Hslds.: 172,000.

YOUNGSTOWN, OHIO— Mahoning 43.4, Trumbull 36.9; PA.: Mercer 19.7. Tot. Hslds.: 237,500.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,200.

S&MM'S SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
1	2				3						4	5	6

1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/84. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **black persons** and **Spanish-origin persons** living in the ADI as of 12/31/84.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Population by Age Groups was added to the *Survey* in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/84. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 22 *Survey of Buying Power*, should be considered.

5 Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM/ARBITRON TV MARKET (ADI) RANKING

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,243.9	1
Los Angeles, Calif.	12,358.0	2
Chicago, Ill.	8,493.3	3
Philadelphia, Pa.	7,258.6	4
Boston, Mass.	5,469.5	5
San Francisco, Calif.	5,382.4	6
Detroit, Mich.	4,629.8	7
Washington, D.C.	4,134.3	8
Dallas - Ft. Worth, Tex.	4,111.5	9
Houston, Tex.	3,927.7	10
Cleveland, Ohio	3,801.0	11
Pittsburgh, Pa.	3,322.5	12
Atlanta, Ga.	3,189.1	13
Minneapolis - St. Paul, Minn.	3,182.1	14
Seattle - Tacoma, Wash.	3,070.4	15
Miami, Fla.	2,967.0	16
St. Louis, Mo.	2,890.8	17
Denver, Colo.	2,578.8	18
Tampa - St. Petersburg, Fla.	2,541.0	19
Sacramento - Stockton, Calif.	2,435.9	20
Baltimore, Md.	2,429.2	21
Indianapolis, Ind.	2,291.7	22
Hartford - New Haven, Conn.	2,241.8	23
Phoenix, Ariz.	2,178.5	24
Portland, Ore.	2,101.9	25
San Diego, Calif.	2,085.3	26
Cincinnati, Ohio	1,913.5	27
Milwaukee, Wisc.	1,882.4	28
Kansas City, Mo.	1,855.8	29
Salt Lake City, Utah	1,841.7	30
Nashville, Tenn.	1,836.5	31
Charlotte, N.C.	1,800.3	32
Orlando - Daytona Beach - Melbourne, Fla.	1,800.2	33
New Orleans, La.	1,782.0	34
Columbus, Ohio	1,734.5	35
Buffalo, N.Y.	1,714.0	36
Raleigh - Durham, N.C.	1,697.7	37
Memphis, Tenn.	1,668.0	38
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,635.6	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,630.4	40
Oklahoma City, Okla.	1,587.3	41
San Antonio, Tex.	1,566.8	42
Providence - New Bedford, R.I.-Mass.	1,556.7	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,514.6	44
Charleston - Huntington, W.Va.	1,481.7	45
Harrisburg - York - Lancaster - Lebanon, Pa.	1,423.9	46
Louisville, Ky.	1,409.6	47
Birmingham, Ala.	1,371.4	48
Dayton, Ohio	1,364.8	49
Greensboro - Winston-Salem - High Point, N.C.	1,327.2	50
Albany - Schenectady - Troy, N.Y.	1,315.7	51
Flint - Saginaw - Bay City, Mich.	1,267.8	52
Shreveport - Texarkana, La.-Tex.-Ark.	1,231.8	53
Little Rock, Ark.	1,225.3	54
Tulsa, Okla.	1,202.6	55
Mobile - Pensacola, Ala.-Fla.	1,193.3	56
Fresno - Visalia, Calif.	1,174.9	57
Albuquerque, N.M.	1,168.8	58
Richmond, Va.	1,158.0	59
Wilkes-Barre - Scranton, Pa.	1,145.1	60
Knoxville, Tenn.	1,139.3	61
Jacksonville, Fla.	1,109.7	62
Wichita - Hutchinson, Kans.	1,099.3	63
Toledo, Ohio	1,061.6	64
Syracuse, N.Y.	1,048.0	65
West Palm Beach, Fla.	1,009.7	66
Green Bay, Wisc.	993.1	67
Roanoke - Lynchburg, Va.	977.6	68
Des Moines, Iowa	970.5	69
Rochester, N.Y.	957.7	70
Springfield - Decatur - Champaign, Ill.	937.1	71
Omaha, Neb.	929.9	72
Cedar Rapids - Waterloo - Dubuque, Iowa	893.7	73
Lexington, Ky.	886.6	74
Davenport - Rock Island - Moline, Iowa-Ill.	878.0	75
Portland - Poland Spring, Maine	871.2	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	861.6	77
Spokane, Wash.	855.5	78
Chattanooga, Tenn.	825.0	79
Jackson, Miss.	806.9	80
Johnstown - Altoona, Pa.	806.6	81
Austin, Tex.	802.0	82
Bristol - Kingsport - Johnson City, Tenn.	787.3	83
South Bend - Elkhart, Ind.	786.1	84
Springfield, Mo.	777.3	85
Columbia, S.C.	774.8	86
Baton Rouge, La.	763.3	87
Tucson, Ariz.	729.6	88
Evansville, Ind.	718.1	89
Huntsville - Decatur - Florence, Ala.	704.2	90
Lincoln - Hastings - Kearney, Neb.	675.7	91
El Paso, Tex.	672.5	92
Ft. Wayne, Ind.	663.9	93
Waco - Temple, Tex.	649.9	94
Greenville - New Bern - Washington, N.C.	649.7	95
Youngstown, Ohio	647.2	96
McAllen - Brownsville, Tex.	635.3	97
Burlington - Plattsburgh, Vt.-N.Y.	623.5	98
Lansing, Mich.	616.3	99
Sioux Falls - Mitchell, S.D.	610.6	100
Charleston, S.C.	604.3	101
Augusta, Ga.	597.5	102
Fargo, N.D.	596.7	103
Savannah, Ga.	594.9	104
Peoria, Ill.	586.4	105
Springfield, Mass.	583.1	106
Colorado Springs - Pueblo, Colo.	582.0	107
Lafayette, La.	571.7	108
Salinas - Monterey, Calif.	570.9	109
Las Vegas, Nev.	551.7	110
Columbus, Ga.	537.6	111
Monroe - El Dorado, La.-Ark.	535.1	112
Corpus Christi, Tex.	526.3	113
Madison, Wisc.	523.6	114
Rockford, Ill.	518.3	115
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	505.6	116
Montgomery, Ala.	496.9	117
Amarillo, Tex.	479.0	118
Beaumont - Port Arthur, Tex.	476.2	119
Yakima, Wash.	469.9	120
Duluth - Superior, Minn.-Wisc.	468.1	121
Ft. Myers - Naples, Fla.	466.6	122
Joplin - Pittsburg, Mo.-Kans.	460.9	123
Macon, Ga.	458.3	124
La Crosse - Eau Claire, Wisc.	454.0	125
Wichita Falls - Lawton, Tex.-Okla.	452.0	126
Tallahassee - Thomasville, Fla.-Ga.	451.1	127
Wheeling - Steubenville, W.Va.-Ohio	450.5	128
Wausau - Rhinelander, Wisc.	444.1	129
Columbus - Tupelo, Miss.	443.4	130
Binghamton, N.Y.	433.6	131
Columbia - Jefferson City, Mo.	432.2	132
Lubbock, Tex.	432.1	133
Boise, Ida.	430.2	134
Eugene, Ore.	427.4	135
Terre Haute, Ind.	426.0	136
Sioux City, Iowa	425.8	137
Erie, Pa.	423.9	138
Traverse City - Cadillac, Mich.	417.3	139
Reno, Nev.	410.7	140
Florence, S.C.	403.8	141
Minot - Bismarck - Dickinson, N.D.	403.2	142
Odessa - Midland, Tex.	397.2	143
Topeka, Kans.	394.9	144
Bakersfield, Calif.	391.4	145
Bluefield - Beckley - Oak Hill, W.Va.	390.4	146
Albany, Ga.	389.7	147
Chico - Redding, Calif.	388.2	148
Rochester - Mason City - Austin, Minn.-Iowa	386.2	149
Ft. Smith, Ark.	374.2	150
Wilmington, N.C.	370.5	151
Bangor, Maine	347.0	152
Tyler, Tex.	339.6	153
Quincy - Hannibal, Ill.-Mo.	331.9	154
Abilene - Sweetwater, Tex.	316.2	155
Medford, Ore.	312.1	156
Idaho Falls - Pocatello, Ida.	310.5	157
Alexandria, La.	309.9	158
Utica, N.Y.	295.2	159
Dothan, Ala.	269.3	160
Rapid City, S.D.	265.7	161
Greenwood - Greenville, Miss.	264.3	162
Laurel - Hattiesburg, Miss.	251.6	163
Clarksburg - Weston, W.Va.	244.9	164
Sarasota, Fla.	241.6	165
Elmira, N.Y.	240.2	166
Watertown - Carthage, N.Y.	235.8	167
Salisbury, Md.	228.9	168
Billings - Hardin, Mont.	224.7	169
Lake Charles, La.	220.0	170
Meridian, Miss.	211.8	171
Gainesville, Fla.	208.2	172
Ardmore - Ada, Okla.	199.7	173
Panama City, Fla.	194.9	174
El Centro - Yuma, Calif.-Ariz.	191.6	175
Missoula, Mont.	187.5	176
Jonesboro, Ark.	183.8	177
Grand Junction, Colo.	181.9	178
Great Falls, Mont.	181.0	179
Biloxi - Gulfport - Pascagoula, Miss.	176.9	180
Alexandria, Minn.	166.3	181
Roswell, N.M.	165.8	182
Marquette, Mich.	158.7	183
Casper - Riverton, Wyo.	156.7	184
Eureka, Calif.	149.4	185
Palm Springs, Calif.	149.1	186
Tuscaloosa, Ala.	143.2	187
St. Joseph, Mo.	136.0	188
Lafayette, Ind.	132.3	189
Laredo, Tex.	125.2	190
Anniston, Ala.	124.9	191
Butte, Mont.	124.6	192
Jackson, Tenn.	122.0	193
San Angelo, Tex.	121.0	194
Hagerstown, Md.	116.6	195
Lima, Ohio	113.9	196
Bowling Green, Ky.	104.8	197
Charlottesville, Va.	100.9	198
Harrisonburg, Va.	99.0	199
Parkersburg, W.Va.	92.9	200
Twin Falls, Ida.	88.7	201
Presque Isle, Maine	87.9	202
Flagstaff, Ariz.	87.4	203
Zanesville, Ohio	84.5	204
Cheyenne, Wyo.	79.8	205
Ottumwa - Kirksville, Iowa-Mo.	78.6	206
Victoria, Tex.	77.6	207
Bend, Ore.	67.8	208
Mankato, Minn.	64.9	209
Selma, Ala.	54.0	210
Helena, Mont.	46.9	211
North Platte, Neb.	43.5	212
Alpena, Mich.	41.9	213
Glendive, Mont.	14.2	214

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,756.1	1
Los Angeles, Calif.	4,455.8	2
Chicago, Ill.	3,034.4	3
Philadelphia, Pa.	2,654.7	4
San Francisco, Calif.	2,080.6	5
Boston, Mass.	2,017.0	6
Detroit, Mich.	1,674.3	7
Washington, D.C.	1,512.3	8
Dallas - Ft. Worth, Tex.	1,511.2	9
Cleveland, Ohio	1,408.3	10
Houston, Tex.	1,397.8	11
Pittsburgh, Pa.	1,254.7	12
Seattle - Tacoma, Wash.	1,198.5	13
Minneapolis - St. Paul, Minn.	1,164.4	14
Miami, Fla.	1,159.6	15
Atlanta, Ga.	1,150.3	16
St. Louis, Mo.	1,043.6	17
Tampa - St. Petersburg, Fla.	1,036.0	18
Denver, Colo.	1,004.2	19
Sacramento - Stockton, Calif.	921.4	20
Baltimore, Md.	874.6	21
Indianapolis, Ind.	829.3	22
Phoenix, Ariz.	826.1	23
Hartford - New Haven, Conn.	817.9	24
Portland, Ore.	802.2	25
San Diego, Calif.	766.5	26
Milwaukee, Wisc.	699.6	27
Orlando - Daytona Beach - Melbourne, Fla.	698.1	28
Cincinnati, Ohio	697.9	29
Kansas City, Mo.	691.4	30
Nashville, Tenn.	663.0	31
Charlotte, N.C.	651.7	32
Columbus, Ohio	647.0	33
New Orleans, La.	633.6	34
Buffalo, N.Y.	621.6	35
Oklahoma City, Okla.	602.6	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	602.4	37
Raleigh - Durham, N.C.	599.9	38
Memphis, Tenn.	581.0	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	580.5	40
Salt Lake City, Utah	579.0	41
Providence - New Bedford, R.I.-Mass.	564.0	42
Charleston - Huntington, W.Va.	528.9	43
Harrisburg - York - Lancaster - Lebanon, Pa.	527.6	44
San Antonio, Tex.	516.5	45
Norfolk - Portsmouth - Newport News - Hampton, Va.	509.5	46
Dayton, Ohio	508.1	47
Birmingham, Ala.	506.8	48
Louisville, Ky.	502.3	49
Greensboro - Winston-Salem - High Point, N.C.	492.3	50
Albany - Schenectady - Troy, N.Y.	484.4	51
Tulsa, Okla.	454.0	52
Flint - Saginaw - Bay City, Mich.	445.9	53
Shreveport - Texarkana, La.-Tex.-Ark.	443.4	54
Little Rock, Ark.	442.1	55
Wilkes-Barre - Scranton, Pa.	427.1	56
Mobile - Pensacola, Ala.-Fla.	421.3	57
Wichita - Hutchinson, Kans.	420.0	58
West Palm Beach, Fla.	417.8	59
Knoxville, Tenn.	416.7	60
Albuquerque, N.M.	409.6	61
Richmond, Va.	404.6	62
Jacksonville, Fla.	402.5	63
Fresno - Visalia, Calif.	402.2	64
Toledo, Ohio	386.0	65
Des Moines, Iowa	376.3	66
Syracuse, N.Y.	369.1	67
Green Bay, Wisc.	361.2	68
Springfield - Decatur - Champaign, Ill.	354.8	69
Omaha, Neb.	349.3	70
Rochester, N.Y.	348.8	71
Roanoke - Lynchburg, Va.	339.4	72
Cedar Rapids - Waterloo - Dubuque, Iowa	329.7	73
Davenport - Rock Island - Moline, Iowa-Ill.	328.9	74
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	326.7	75
Portland - Poland Spring, Maine	321.8	76
Spokane, Wash.	319.6	77
Lexington, Ky.	314.7	78
Austin, Tex.	299.4	79
Chattanooga, Tenn.	296.6	80
Johnstown - Altoona, Pa.	290.7	81
Springfield, Mo.	287.5	82
South Bend - Elkhart, Ind.	283.2	83
Tucson, Ariz.	280.2	84
Bristol - Kingsport - Johnson City, Tenn.	278.5	85
Jackson, Miss.	277.8	86
Columbia, S.C.	266.8	87
Evansville, Ind.	264.3	88
Huntsville - Decatur - Florence, Ala.	259.8	89
Lincoln - Hastings - Kearney, Neb.	257.6	90
Baton Rouge, La.	254.2	91
Youngstown, Ohio	237.5	92
Ft. Wayne, Ind.	235.7	93
Sioux Falls - Mitchell, S.D.	226.4	94
Waco - Temple, Tex.	223.8	95
Greenville - New Bern - Washington, N.C.	221.7	96
Burlington - Plattsburgh, Vt.-N.Y.	220.3	97
Las Vegas, Nev.	219.0	98
Peoria, Ill.	216.0	99
Colorado Springs - Pueblo, Colo.	215.4	100
Lansing, Mich.	215.1	101
Fargo, N.D.	212.5	102
Springfield, Mass.	211.3	103
Augusta, Ga.	204.4	104
El Paso, Tex.	203.7	105
Madison, Wisc.	203.0	106
Charleston, S.C.	201.9	107
Savannah, Ga.	200.4	108
Salinas - Monterey, Calif.	199.6	109
Lafayette, La.	194.2	110
Ft. Myers - Naples, Fla.	193.8	111
Rockford, Ill.	191.8	112
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	190.0	113
Monroe - El Dorado, La.-Ark.	186.8	114
Columbus, Ga.	185.3	115
Montgomery, Ala.	176.3	116
Duluth - Superior, Minn.-Wisc.	175.2	117
Joplin - Pittsburg, Mo.-Kans.	175.2	117
Amarillo, Tex.	173.8	119
McAllen - Brownsville, Tex.	173.0	120
Yakima, Wash.	172.0	121
Corpus Christi, Tex.	169.7	122
Beaumont - Port Arthur, Tex.	168.1	123
Wheeling - Steubenville, W.Va.-Ohio	166.7	124
Reno, Nev.	164.3	125
La Crosse - Eau Claire, Wisc.	163.4	126
Eugene, Ore.	162.2	127
Wichita Falls - Lawton, Tex.-Okla.	160.9	128
Wausau - Rhinelander, Wisc.	160.5	129
Terre Haute, Ind.	160.3	130
Sioux City, Iowa	160.1	131
Tallahassee - Thomasville, Fla.-Ga.	158.2	132
Macon, Ga.	156.4	133
Binghamton, N.Y.	156.0	134
Columbus - Tupelo, Miss.	153.7	135
Traverse City - Cadillac, Mich.	153.6	136
Boise, Ida.	153.3	137
Columbia - Jefferson City, Mo.	153.1	138
Erie, Pa.	153.1	138
Chico - Redding, Calif.	150.6	140
Lubbock, Tex.	147.9	141
Rochester - Mason City - Austin, Minn.-Iowa	147.3	142
Topeka, Kans.	145.3	143
Minot - Bismarck - Dickinson, N.D.	140.2	144
Florence, S.C.	139.9	145
Bluefield - Beckley - Oak Hill, W.Va.	139.7	146
Odessa - Midland, Tex.	138.7	147
Bakersfield, Calif.	138.0	148
Ft. Smith, Ark.	136.2	149
Albany, Ga.	130.8	150
Wilmington, N.C.	129.0	151
Quincy - Hannibal, Ill.-Mo.	124.6	152
Bangor, Maine	123.8	153
Tyler, Tex.	119.2	154
Medford, Ore.	117.5	155
Abilene - Sweetwater, Tex.	115.3	156
Sarasota, Fla.	108.9	157
Alexandria, La.	105.3	158
Utica, N.Y.	104.4	159
Idaho Falls - Pocatello, Ida.	98.6	160
Dothan, Ala.	96.3	161
Rapid City, S.D.	94.9	162
Clarksburg - Weston, W.Va.	89.9	163
Laurel - Hattiesburg, Miss.	87.7	164
Billings - Hardin, Mont.	86.1	165
Elmira, N.Y.	85.8	166
Greenwood - Greenville, Miss.	84.3	167
Salisbury, Md.	84.0	168
Watertown - Carthage, N.Y.	78.8	169
Gainesville, Fla.	77.5	170
Lake Charles, La.	76.0	171
Ardmore - Ada, Okla.	74.8	172
Meridian, Miss.	74.4	173
Panama City, Fla.	72.6	174
Missoula, Mont.	72.1	175
Great Falls, Mont.	68.8	176
Grand Junction, Colo.	67.6	177
Jonesboro, Ark.	67.6	177
Biloxi - Gulfport - Pascagoula, Miss.	62.2	179
El Centro - Yuma, Calif.-Ariz.	62.0	180
Roswell, N.M.	59.3	181
Alexandria, Minn.	59.2	182
Eureka, Calif.	58.8	183
Casper - Riverton, Wyo.	56.4	184
Marquette, Mich.	55.5	185
Palm Springs, Calif.	54.8	186
Tuscaloosa, Ala.	51.5	187
St. Joseph, Mo.	50.8	188
Butte, Mont.	46.6	189
Lafayette, Ind.	45.9	190
Jackson, Tenn.	45.0	191
Anniston, Ala.	43.3	192
San Angelo, Tex.	43.2	193
Hagerstown, Md.	41.7	194
Lima, Ohio	40.8	195
Bowling Green, Ky.	37.2	196
Charlottesville, Va.	35.6	197
Parkersburg, W.Va.	35.1	198
Harrisonburg, Va.	33.3	199
Laredo, Tex.	33.0	200
Zanesville, Ohio	31.2	201
Twin Falls, Ida.	30.7	202
Cheyenne, Wyo.	30.6	203
Presque Isle, Maine	29.4	204
Ottumwa - Kirksville, Iowa-Mo.	29.2	205
Flagstaff, Ariz.	27.5	206
Victoria, Tex.	26.1	207
Bend, Ore.	25.1	208
Mankato, Minn.	23.4	209
Helena, Mont.	18.5	210
Selma, Ala.	18.4	211
North Platte, Neb.	16.2	212
Alpena, Mich.	15.5	213
Glendive, Mont.	5.4	214

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	235,835,709	1
Los Angeles, Calif.	150,932,145	2
Chicago, Ill.	102,624,275	3
Philadelphia, Pa.	83,140,167	4
San Francisco, Calif.	75,717,503	5
Boston, Mass.	68,793,523	6
Washington, D.C.	57,081,548	7
Detroit, Mich.	53,052,652	8
Dallas - Ft. Worth, Tex.	49,465,108	9
Houston, Tex.	47,895,179	10
Cleveland, Ohio	40,662,844	11
Minneapolis - St. Paul, Minn.	37,748,910	12
Seattle - Tacoma, Wash.	36,675,051	13
Pittsburgh, Pa.	34,961,876	14
Atlanta, Ga.	34,759,995	15
Miami, Fla.	33,986,306	16
St. Louis, Mo.	31,642,663	17
Denver, Colo.	31,454,927	18
Hartford - New Haven, Conn.	29,830,886	19
Tampa - St. Petersburg, Fla.	26,613,168	20
Sacramento - Stockton, Calif.	26,230,752	21
Baltimore, Md.	25,698,240	22
San Diego, Calif.	25,198,528	23
Indianapolis, Ind.	23,640,723	24
Phoenix, Ariz.	22,516,154	25
Portland, Ore.	22,018,022	26
Kansas City, Mo.	21,604,267	27
Milwaukee, Wisc.	21,473,508	28
Cincinnati, Ohio	20,176,784	29
Orlando - Daytona Beach - Melbourne, Fla.	18,472,211	30
Columbus, Ohio	17,698,573	31
New Orleans, La.	17,536,353	32
Buffalo, N.Y.	17,433,998	33
Nashville, Tenn.	17,342,576	34
Oklahoma City, Okla.	17,329,131	35
Charlotte, N.C.	17,297,207	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	17,047,873	37
Providence - New Bedford, R.I.-Mass.	16,671,046	38
Salt Lake City, Utah	15,792,072	39
Raleigh - Durham, N.C.	15,495,661	40
Harrisburg - York - Lancaster - Lebanon, Pa.	15,429,401	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	14,596,638	42
San Antonio, Tex.	14,406,699	43
Dayton, Ohio	14,265,035	44
Albany - Schenectady - Troy, N.Y.	14,252,354	45
Greenville - Spartanburg - Asheville, S.C.-N.C.	14,196,060	46
Memphis, Tenn.	13,874,794	47
Louisville, Ky.	13,751,977	48
Greensboro - Winston-Salem - High Point, N.C.	13,047,822	49
Wichita - Hutchinson, Kans.	12,916,697	50
West Palm Beach, Fla.	12,696,278	51
Tulsa, Okla.	12,418,852	52
Charleston - Huntington, W.Va.	12,361,810	53
Flint - Saginaw - Bay City, Mich.	12,351,331	54
Birmingham, Ala.	12,122,605	55
Richmond, Va.	11,754,741	56
Rochester, N.Y.	11,555,420	57
Shreveport - Texarkana, La.-Tex.-Ark.	11,341,470	58
Syracuse, N.Y.	11,296,985	59
Mobile - Pensacola, Ala.-Fla.	11,130,245	60
Toledo, Ohio	10,914,300	61
Jacksonville, Fla.	10,776,376	62
Fresno - Visalia, Calif.	10,668,559	63
Little Rock, Ark.	10,638,153	64
Omaha, Neb.	10,595,999	65
Albuquerque, N.M.	10,478,150	66
Wilkes-Barre - Scranton, Pa.	10,386,942	67
Des Moines, Iowa	10,377,601	68
Springfield - Decatur - Champaign, Ill.	9,987,486	69
Green Bay, Wisc.	9,724,050	70
Knoxville, Tenn.	9,722,497	71
Davenport - Rock Island - Moline, Iowa-Ill.	9,624,431	72
Cedar Rapids - Waterloo - Dubuque, Iowa	9,115,500	73
Austin, Tex.	8,993,398	74
Roanoke - Lynchburg, Va.	8,917,253	75
Portland - Poland Spring, Maine	8,581,853	76
Spokane, Wash.	7,813,225	77
Lexington, Ky.	7,776,636	78
South Bend - Elkhart, Ind.	7,722,002	79
Baton Rouge, La.	7,458,122	80
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,380,595	81
Chattanooga, Tenn.	7,122,999	82
Evansville, Ind.	6,996,704	83
Johnstown - Altoona, Pa.	6,953,653	84
Columbia, S.C.	6,943,377	85
Lincoln - Hastings - Kearney, Neb.	6,938,193	86
Peoria, Ill.	6,906,476	87
Tucson, Ariz.	6,760,958	88
Lansing, Mich.	6,696,619	89
Jackson, Miss.	6,674,332	90
Youngstown, Ohio	6,644,976	91
Bristol - Kingsport - Johnson City, Tenn.	6,588,125	92
Salinas - Monterey, Calif.	6,546,967	93
Ft. Wayne, Ind.	6,496,428	94
Huntsville - Decatur - Florence, Ala.	6,397,333	95
Springfield, Mo.	6,311,089	96
Las Vegas, Nev.	6,155,105	97
Waco - Temple, Tex.	6,126,277	98
Springfield, Mass.	6,120,765	99
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	6,058,744	100
Fargo, N.D.	5,935,176	101
Rockford, Ill.	5,768,414	102
Sioux Falls - Mitchell, S.D.	5,753,446	103
Madison, Wisc.	5,730,279	104
Burlington - Plattsburgh, Vt.-N.Y.	5,604,307	105
Colorado Springs - Pueblo, Colo.	5,526,106	106
Lafayette, La.	5,205,219	107
El Paso, Tex.	5,178,714	108
Ft. Myers - Naples, Fla.	5,175,253	109
Beaumont - Port Arthur, Tex.	5,076,526	110
Savannah, Ga.	5,074,661	111
Greenville - New Bern - Washington, N.C.	4,924,710	112
Augusta, Ga.	4,922,920	113
Charleston, S.C.	4,899,975	114
Amarillo, Tex.	4,743,297	115
Yakima, Wash.	4,708,363	116
Corpus Christi, Tex.	4,694,693	117
Reno, Nev.	4,647,335	118
Odessa - Midland, Tex.	4,521,141	119
Binghamton, N.Y.	4,419,942	120
Topeka, Kans.	4,384,375	121
Duluth - Superior, Minn.-Wisc.	4,376,674	122
Wichita Falls - Lawton, Tex.-Okla.	4,304,656	123
Columbus, Ga.	4,297,403	124
Minot - Bismarck - Dickinson, N.D.	4,281,971	125
La Crosse - Eau Claire, Wisc.	4,219,733	126
Macon, Ga.	4,215,488	127
Erie, Pa.	4,154,117	128
Joplin - Pittsburg, Mo.-Kans.	4,117,535	129
Bakersfield, Calif.	4,115,555	130
Columbia - Jefferson City, Mo.	4,104,598	131
Wausau - Rhinelander, Wisc.	4,100,773	132
Wheeling - Steubenville, W.Va.-Ohio	4,082,876	133
Monroe - El Dorado, La.-Ark.	4,015,397	134
Montgomery, Ala.	4,002,837	135
Boise, Ida.	3,940,746	136
Terre Haute, Ind.	3,895,390	137
Rochester - Mason City - Austin, Minn.-Iowa	3,879,827	138
Sioux City, Iowa	3,824,607	139
Eugene, Ore.	3,796,677	140
Tallahassee - Thomasville, Fla.-Ga.	3,779,768	141
McAllen - Brownsville, Tex.	3,772,706	142
Lubbock, Tex.	3,720,282	143
Chico - Redding, Calif.	3,464,307	144
Traverse City - Cadillac, Mich.	3,403,260	145
Tyler, Tex.	3,344,408	146
Ft. Smith, Ark.	3,161,415	147
Florence, S.C.	3,098,475	148
Columbus - Tupelo, Miss.	3,058,313	149
Abilene - Sweetwater, Tex.	2,982,118	150
Bluefield - Beckley - Oak Hill, W.Va.	2,974,170	151
Albany, Ga.	2,940,891	152
Sarasota, Fla.	2,930,907	153
Quincy - Hannibal, Ill.-Mo.	2,924,901	154
Bangor, Maine	2,905,762	155
Wilmington, N.C.	2,842,718	156
Utica, N.Y.	2,827,456	157
Rapid City, S.D.	2,786,837	158
Idaho Falls - Pocatello, Ida.	2,606,207	159
Medford, Ore.	2,597,412	160
Alexandria, La.	2,480,450	161
Billings - Hardin, Mont.	2,210,839	162
Elmira, N.Y.	2,197,617	163
Lake Charles, La.	2,125,280	164
Dothan, Ala.	2,107,329	165
Salisbury, Md.	2,017,248	166
Watertown - Carthage, N.Y.	2,016,548	167
Laurel - Hattiesburg, Miss.	1,946,180	168
Gainesville, Fla.	1,940,683	169
Clarksburg - Weston, W.Va.	1,889,144	170
Grand Junction, Colo.	1,812,210	171
Missoula, Mont.	1,751,769	172
Casper - Riverton, Wyo.	1,720,752	173
Great Falls, Mont.	1,667,755	174
Biloxi - Gulfport - Pascagoula, Miss.	1,604,164	175
Ardmore - Ada, Okla.	1,600,453	176
Meridian, Miss.	1,595,191	177
Palm Springs, Calif.	1,574,589	178
Roswell, N.M.	1,566,580	179
Greenwood - Greenville, Miss.	1,538,035	180
Panama City, Fla.	1,485,499	181
El Centro - Yuma, Calif.-Ariz.	1,439,442	182
Eureka, Calif.	1,422,814	183
Jonesboro, Ark.	1,406,264	184
Lafayette, Ind.	1,317,233	185
Marquette, Mich.	1,290,705	186
St. Joseph, Mo.	1,289,358	187
Alexandria, Minn.	1,262,258	188
San Angelo, Tex.	1,230,891	189
Tuscaloosa, Ala.	1,181,283	190
Charlottesville, Va.	1,105,020	191
Lima, Ohio	1,101,357	192
Butte, Mont.	1,099,437	193
Hagerstown, Md.	1,043,303	194
Jackson, Tenn.	1,031,941	195
Anniston, Ala.	1,018,464	196
Parkersburg, W.Va.	902,111	197
Bowling Green, Ky.	860,723	198
Cheyenne, Wyo.	849,175	199
Victoria, Tex.	802,896	200
Harrisonburg, Va.	787,285	201
Twin Falls, Ida.	758,874	202
Zanesville, Ohio	720,044	203
Presque Isle, Maine	703,327	204
Laredo, Tex.	699,469	205
Flagstaff, Ariz.	686,337	206
Ottumwa - Kirksville, Iowa-Mo.	616,412	207
Mankato, Minn.	604,062	208
Bend, Ore.	596,307	209
Helena, Mont.	490,986	210
North Platte, Neb.	419,137	211
Alpena, Mich.	356,698	212
Selma, Ala.	320,268	213
Glendive, Mont.	132,527	214

S&MM/ARBITRON TV MARKET (ADI) RANKING

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	99,490,745	1
Los Angeles, Calif.	74,286,011	2
Chicago, Ill.	45,027,908	3
Philadelphia, Pa.	40,751,217	4
Boston, Mass.	37,060,628	5
San Francisco, Calif.	35,969,260	6
Dallas - Ft. Worth, Tex.	26,087,643	7
Washington, D.C.	25,894,683	8
Detroit, Mich.	25,063,702	9
Houston, Tex.	24,514,478	10
Miami, Fla.	20,558,008	11
Cleveland, Ohio	20,112,385	12
Minneapolis - St. Paul, Minn.	19,638,122	13
Atlanta, Ga.	18,553,080	14
Seattle - Tacoma, Wash.	17,664,053	15
Denver, Colo.	16,827,939	16
St. Louis, Mo.	16,164,733	17
Pittsburgh, Pa.	15,780,093	18
Tampa - St. Petersburg, Fla.	14,723,206	19
Baltimore, Md.	13,710,370	20
Hartford - New Haven, Conn.	13,475,588	21
Sacramento - Stockton, Calif.	13,163,266	22
Indianapolis, Ind.	12,931,299	23
Phoenix, Ariz.	12,544,914	24
San Diego, Calif.	11,745,639	25
Orlando - Daytona Beach - Melbourne, Fla.	11,201,809	26
Kansas City, Mo.	11,106,057	27
Portland, Ore.	11,086,670	28
Oklahoma City, Okla.	10,308,125	29
New Orleans, La.	9,647,279	30
Cincinnati, Ohio	9,602,096	31
Charlotte, N.C.	9,471,415	32
Milwaukee, Wisc.	9,457,935	33
Columbus, Ohio	8,817,980	34
Providence - New Bedford, R.I.-Mass.	8,751,717	35
Nashville, Tenn.	8,697,239	36
Raleigh - Durham, N.C.	8,581,722	37
Salt Lake City, Utah	8,464,889	38
Memphis, Tenn.	8,106,226	39
San Antonio, Tex.	7,967,752	40
Grand Rapids - Kalamazoo - Battle Creek, Mich.	7,886,466	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	7,835,518	42
Harrisburg - York - Lancaster - Lebanon, Pa.	7,677,300	43
Buffalo, N.Y.	7,593,951	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	7,447,527	45
Albany - Schenectady - Troy, N.Y.	7,161,537	46
Greensboro - Winston-Salem - High Point, N.C.	7,113,358	47
Louisville, Ky.	6,882,592	48
West Palm Beach, Fla.	6,871,764	49
Dayton, Ohio	6,664,631	50
Wichita - Hutchinson, Kans.	6,350,131	51
Flint - Saginaw - Bay City, Mich.	6,308,573	52
Charleston - Huntington, W.Va.	6,246,165	53
Tulsa, Okla.	6,075,959	54
Shreveport - Texarkana, La.-Tex. Ark.	6,010,402	55
Jacksonville, Fla.	5,975,643	56
Richmond, Va.	5,911,930	57
Knoxville, Tenn.	5,911,670	58
Mobile - Pensacola, Ala.-Fla.	5,819,254	59
Toledo, Ohio	5,767,354	60
Albuquerque, N.M.	5,731,342	61
Birmingham, Ala.	5,728,302	62
Little Rock, Ark.	5,693,235	63
Fresno - Visalia, Calif.	5,420,041	64
Portland - Poland Spring, Maine	5,392,690	65
Wilkes-Barre - Scranton, Pa.	5,227,807	66
Rochester, N.Y.	5,096,596	67
Des Moines, Iowa	5,090,139	68
Omaha, Neb.	4,986,951	69
Syracuse, N.Y.	4,897,678	70
Austin, Tex.	4,852,525	71
Springfield - Decatur - Champaign, Ill.	4,704,733	72
Green Bay, Wisc.	4,556,673	73
Roanoke - Lynchburg, Va.	[illegible]	[illegible]
Lexington, Ky.	4,139,740	75
Davenport - Rock Island - Moline, Iowa-Ill.	4,117,320	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,065,801	77
South Bend - Elkhart, Ind.	4,059,989	78
Cedar Rapids - Waterloo - Dubuque, Iowa	4,010,926	79
Chattanooga, Tenn.	3,930,953	80
Spokane, Wash.	3,902,453	81
Las Vegas, Nev.	3,877,862	82
Evansville, Ind.	3,837,570	83
Baton Rouge, La.	3,825,485	84
Jackson, Miss.	3,642,652	85
Tucson, Ariz.	3,590,147	86
Columbia, S.C.	3,483,747	87
Springfield, Mass.	3,483,409	88
Springfield, Mo.	3,426,812	89
Burlington - Plattsburgh, Vt.-N.Y.	3,395,922	90
Johnstown - Altoona, Pa.	3,389,453	91
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	3,368,602	92
Lincoln - Hastings - Kearney, Neb.	3,354,214	93
Bristol - Kingsport - Johnson City, Tenn.	3,288,212	94
Ft. Wayne, Ind.	3,236,249	95
Waco - Temple, Tex.	3,203,272	96
Madison, Wisc.	3,171,804	97
Lansing, Mich.	3,137,814	98
Ft. Myers - Naples, Fla.	3,131,278	99
Colorado Springs - Pueblo, Colo.	3,126,292	100
Odessa Midland, Tex.	3,126,033	101
Youngstown, Ohio	3,085,385	102
Lafayette, La.	3,079,888	103
Fargo, N.D.	3,075,098	104
Huntsville - Decatur - Florence, Ala.	3,065,875	105
Sioux Falls - Mitchell, S.D.	3,036,447	106
Salinas - Monterey, Calif.	2,972,180	107
El Paso, Tex.	2,972,042	108
Corpus Christi, Tex.	2,934,327	109
McAllen - Brownsville, Tex.	2,883,802	110
Reno, Nev.	2,853,533	111
Greenville - New Bern - Washington, N.C.	2,832,239	112
Charleston, S.C.	2,825,964	113
Savannah, Ga.	2,791,112	114
Peoria, Ill.	2,773,578	115
Amarillo, Tex.	2,678,953	116
Beaumont - Port Arthur, Tex.	2,614,870	117
Rockford, Ill.	2,581,656	118
Wichita Falls - Lawton, Tex.-Okla.	2,381,813	119
Duluth - Superior, Minn.-Wisc.	2,327,121	120
Augusta, Ga.	2,312,176	121
Minot - Bismarck - Dickinson, N.D.	2,306,286	122
Yakima, Wash.	2,284,300	123
La Crosse - Eau Claire, Wisc.	2,221,303	124
Lubbock, Tex.	2,205,418	125
Terre Haute, Ind.	2,197,229	126
Rochester - Mason City - Austin, Minn.-Iowa	2,195,227	127
Columbia - Jefferson City, Mo.	2,190,020	128
Erie, Pa.	2,188,231	129
Florence, S.C.	2,163,296	130
Macon, Ga.	2,148,997	131
Monroe - El Dorado, La.-Ark.	2,144,666	132
Columbus, Ga.	2,116,158	133
Bakersfield, Calif.	2,100,908	134
Tallahassee - Thomasville, Fla.-Ga.	2,090,439	135
Joplin - Pittsburg, Mo.-Kans.	2,072,935	136
Eugene, Ore.	2,050,596	137
Wausau - Rhinelander, Wisc.	2,036,831	138
Sioux City, Iowa	2,023,186	139
Montgomery, Ala.	2,016,990	140
Topeka, Kans.	2,010,701	141
Binghamton, N.Y.	1,984,185	142
Traverse City - Cadillac, Mich.	1,961,493	143
Boise, Ida.	1,952,257	144
Chico - Redding, Calif.	1,948,589	145
Abilene - Sweetwater, Tex.	1,888,479	146
Wheeling - Steubenville, W.Va.-Ohio	1,870,478	147
Sarasota, Fla.	1,800,962	148
Tyler, Tex.	1,778,064	149
Wilmington, N.C.	1,756,038	150
Bluefield - Beckley - Oak Hill, W.Va.	1,736,933	151
Bangor, Maine	1,713,877	152
Columbus - Tupelo, Miss.	1,695,465	153
Albany, Ga.	1,688,248	154
Ft. Smith, Ark.	1,642,355	155
Medford, Ore.	1,567,243	156
Salisbury, Md.	1,519,826	157
Rapid City, S.D.	1,442,235	158
Billings - Hardin, Mont.	1,397,014	159
Quincy - Hannibal, Ill.-Mo.	1,396,631	160
Idaho Falls - Pocatello, Ida.	1,394,844	161
Utica, N.Y.	1,306,420	162
Alexandria, La.	1,276,391	163
Grand Junction, Colo.	1,185,845	164
Dothan, Ala.	1,182,442	165
Laurel - Hattiesburg, Miss.	1,170,176	166
Lake Charles, La.	1,145,417	167
Gainesville, Fla.	1,125,855	168
Roswell, N.M.	1,118,173	169
Greenwood - Greenville, Miss.	1,036,226	170
Casper - Riverton, Wyo.	1,020,179	171
Elmira, N.Y.	1,000,570	172
El Centro - Yuma, Calif.-Ariz.	975,127	173
Watertown - Carthage, N.Y.	949,406	174
Biloxi - Gulfport - Pascagoula, Miss.	942,582	175
Panama City, Fla.	939,018	176
Clarksburg - Weston, W.Va.	933,215	177
Great Falls, Mont.	933,165	178
Laredo, Tex.	896,979	179
Missoula, Mont.	890,121	180
Meridian, Miss.	849,869	181
Eureka, Calif.	817,501	182
Palm Springs, Calif.	803,208	183
Ardmore - Ada, Okla.	800,697	184
San Angelo, Tex.	779,056	185
St. Joseph, Mo.	773,139	186
Alexandria, Minn.	753,397	187
Lafayette, Ind.	742,073	188
Charlottesville, Va.	740,423	189
Jonesboro, Ark.	726,107	190
Jackson, Tenn.	690,129	191
Lima, Ohio	675,820	192
Tuscaloosa, Ala.	672,674	193
Hagerstown, Md.	669,440	194
Butte, Mont.	648,206	195
Bowling Green, Ky.	577,080	196
Marquette, Mich.	554,377	197
Victoria, Tex.	550,467	198
Parkersburg, W.Va.	543,247	199
Cheyenne, Wyo.	522,827	200
Flagstaff, Ariz.	512,108	201
Anniston, Ala.	451,009	202
Harrisonburg, Va.	449,581	203
Twin Falls, Ida.	429,430	204
Mankato, Minn.	427,149	205
Zanesville, Ohio	391,658	206
Presque Isle, Maine	383,361	207
Bend, Ore.	340,299	208
Ottumwa - Kirksville, Iowa-Mo.	324,747	209
Helena, Mont.	262,533	210
North Platte, Neb.	224,056	211
Selma, Ala.	199,191	212
Alpena, Mich.	171,059	213
Glendive, Mont.	101,950	214

S&MM/ARBITRON TV MARKET (ADI) RANKING

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.4099	1
Los Angeles, Calif.	5.6851	2
Chicago, Ill.	3.7456	3
Philadelphia, Pa.	3.1652	4
San Francisco, Calif.	2.7532	5
Boston, Mass.	2.6516	6
Washington, D.C.	2.0535	7
Detroit, Mich.	1.9979	8
Dallas - Ft. Worth, Tex.	1.[illegible]27	9
Houston, Tex.	[illegible]262	10
Cleveland, Ohio	1.5733	11
Minneapolis - St. Paul, Minn.	1.4540	12
Miami, Fla.	1.3843	13
Seattle - Tacoma, Wash.	1.3781	14
Atlanta, Ga.	1.3720	15
Pittsburgh, Pa.	1.3220	16
St. Louis, Mo.	1.2307	17
Denver, Colo.	1.2165	18
Hartford - New Haven, Conn.	1.0789	19
Tampa - St. Petersburg, Fla.	1.0704	20
Baltimore, Md.	1.0201	21
Sacramento - Stockton, Calif.	1.0181	22
Indianapolis, Ind.	.9502	23
San Diego, Calif.	.9359	24
Phoenix, Ariz.	.9098	25
Portland, Ore.	.8605	26
Kansas City, Mo.	.8317	27
Milwaukee, Wisc.	.7937	28
Cincinnati, Ohio	.7745	29
Orlando - Daytona Beach - Melbourne, Fla.	.7687	30
New Orleans, La.	.7134	31
Oklahoma City, Okla.	.7087	32
Charlotte, N.C.	.7058	33
Columbus, Ohio	.6929	34
Nashville, Tenn.	.6922	35
Buffalo, N.Y.	.6579	36
Salt Lake City, Utah	.6570	37
Providence - New Bedford, R.I.-Mass.	.6568	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6507	39
Raleigh - Durham, N.C.	.6416	40
Memphis, Tenn.	.5972	41
Harrisburg - York - Lancaster - Lebanon, Pa.	.5965	42
San Antonio, Tex.	.5956	43
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5940	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	.5829	45
Albany - Schenectady - Troy, N.Y.	.5526	46
Dayton, Ohio	.5455	47
Louisville, Ky.	.5451	48
Greensboro - Winston-Salem - High Point, N.C.	.5273	49
Charleston - Huntington, W.Va.	.509[illegible]	50
Flint - Saginaw - Bay City, Mich.	.491[illegible]	51
West Palm Beach, Fla.	.4901	52
Wichita - Hutchinson, Kans.	.4901	52
Birmingham, Ala.	.4833	54
Tulsa, Okla.	.4821	55
Shreveport - Texarkana, La.-Tex.-Ark.	.4626	56
Richmond, Va.	.4624	57
Mobile - Pensacola, Ala.-Fla.	.4506	58
Jacksonville, Fla.	.4406	59
Little Rock, Ark.	.4403	60
Toledo, Ohio	.4341	61
Albuquerque, N.M.	.4339	62
Fresno - Visalia, Calif.	.4309	63
Rochester, N.Y.	.4225	64
Knoxville, Tenn.	.4216	65
Syracuse, N.Y.	.4204	66
Wilkes-Barre - Scranton, Pa.	.4185	67
Des Moines, Iowa	.4005	68
Omaha, Neb.	.3985	69
Springfield - Decatur - Champaign, Ill.	.3815	70
Green Bay, Wisc.	.3773	71
Portland - Poland Spring, Maine	.3645	72
Davenport - Rock Island - Moline, Iowa-Ill.	.3559	73
Roanoke - Lynchburg, Va.	.3544	74
Austin, Tex.	.3540	75
Cedar Rapids - Waterloo - Dubuque, Iowa	.3448	76
Lexington, Ky.	.3209	77
Spokane, Wash.	.3138	78
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.3100	79
South Bend - E[illegible] Ind.	.3095	80
Chattanooga, [illegible]	.2983	81
Baton Rouge, La.	.2972	82
Evansville, Ind.	.2845	83
Jackson, Miss.	.2818	84
Johnstown - Altoona, Pa.	.2815	85
Columbia, S.C.	.2805	86
Tucson, Ariz.	.2757	87
Bristol - Kingsport - Johnson City, Tenn.	.2698	88
Lincoln - Hastings - Kearney, Neb.	.2693	89
Springfield, Mo.	.2679	90
Ft. Wayne, Ind.	.2567	91
Las Vegas, Nev.	.2554	92
Youngstown, Ohio	.2549	93
Lansing, Mich.	.2544	94
Huntsville - Decatur - Florence, Ala.	.2538	95
Springfield, Mass.	.2483	96
Waco - Temple, Tex.	.2479	97
Peoria, Ill.	.2475	98
Salinas - Monterey, Calif.	.2439	99
Burlington - Plattsburgh, Vt.-N.Y.	.2398	100
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2379	101
Fargo, N.D.	.2367	102
Sioux Falls - Mitchell, S.D.	.2333	103
Colorado Springs - Pueblo, Colo.	.2285	104
Madison, Wisc.	.2283	105
El Paso, Tex.	.2257	106
Lafayette, La.	.2202	107
Greenville - New Bern - Washington, N.C.	.2155	108
Rockford, Ill.	.2151	109
Savannah, Ga.	.2131	110
Ft. Myers - Naples, Fla.	.2120	111
Charleston, S.C.	.2110	112
Corpus Christi, Tex.	.2035	113
Augusta, Ga.	.1992	114
Beaumont - Port Arthur, Tex.	.1990	115
Amarillo, Tex.	.1943	116
Odessa - Midland, Tex.	.1935	117
McAllen - Brownsville, Tex.	.1933	118
Reno, Nev.	.1913	119
Yakima, Wash.	.1837	120
Duluth - Superior, Minn.-Wisc.	.1780	121
Columbus, Ga.	.1766	122
Wichita Falls - Lawton, Tex.-Okla.	.1762	123
Monroe - El Dorado, La.-Ark.	.1715	124
La Crosse - Eau Claire, Wisc.	.1713	125
Minot - Bismarck - Dickinson, N.D.	.1699	126
Macon, Ga.	.1698	127
Binghamton, N.Y.	.1682	128
Erie, Pa.	.1669	129
Joplin - Pittsburg, Mo.-Kans.	.1663	130
Montgomery, Ala.	.1662	131
Columbia - Jefferson City, Mo.	.1661	132
Topeka, Kans.	.1644	133
Wausau - Rhinelander, Wisc.	.1642	134
Terre Haute, Ind.	.1628	135
Bakersfield, Calif.	.1614	136
Wheeling - Steubenville, W.Va.-Ohio	.1602	137
Tallahassee - Thomasville, Fla.-Ga.	.1599	138
Lubbock, Tex.	.1594	139
Rochester - Mason City - Austin, Minn.-Iowa	.1587	140
Boise, Ida.	.1578	141
Sioux City, Iowa	.1570	142
Eugene, Ore.	.1569	143
Traverse City - Cadillac, Mich.	.1465	144
Chico - Redding, Calif.	.1448	145
Florence, S.C.	.1440	146
Columbus - Tupelo, Miss.	.1354	147
Tyler, Tex.	.1342	148
Ft. Smith, Ark.	.1309	149
Bluefield - Beckley - Oak Hill, W.Va.	.1305	150
Albany, Ga.	.1288	151
Abilene - Sweetwater, Tex.	.1276	152
Wilmington, N.C.	.1271	153
Bangor, Maine	.1252	154
Sarasota, Fla.	.1188	155
Quincy - Hannibal, Ill.-Mo.	.1164	156
Medford, Ore.	.1129	157
Utica, N.Y.	.1101	158
Rapid City, S.D.	.1097	159
Idaho Falls - Pocatello, Ida.	.1084	160
Alexandria, La.	.1038	161
Billings - Hardin, Mont.	.0940	162
Salisbury, Md.	.0934	163
Dothan, Ala.	.0909	164
Lake Charles, La.	.0863	165
Elmira, N.Y.	.0860	166
Laurel - Hattiesburg, Miss.	.0838	167
Gainesville, Fla.	.0812	168
Watertown - Carthage, N.Y.	.0809	169
Clarksburg - Weston, W.Va.	.0792	170
Grand Junction, Colo.	.0777	171
Greenwood - Greenville, Miss.	.0761	172
Missoula, Mont.	.0704	173
Casper - Riverton, Wyo.	.0702	174
Roswell, N.M.	.0702	174
Great Falls, Mont.	.0692	176
Meridian, Miss.	.0685	177
Biloxi - Gulfport - Pascagoula, Miss.	.0677	178
Panama City, Fla.	.0668	179
El Centro - Yuma, Calif.-Ariz.	.0665	180
Ardmore - Ada, Okla.	.0660	181
Palm Springs, Calif.	.0617	182
Jonesboro, Ark.	.0597	183
Eureka, Calif.	.0591	184
Alexandria, Minn.	.0561	185
St. Joseph, Mo.	.0544	186
Lafayette, Ind.	.0538	187
San Angelo, Tex.	.0522	188
Marquette, Mich.	.0515	189
Tuscaloosa, Ala.	.0506	190
Charlottesville, Va.	.0471	191
Butte, Mont.	.0466	192
Lima, Ohio	.0465	193
Jackson, Tenn.	.0462	194
Hagerstown, Md.	.0454	195
Laredo, Tex.	.0430	196
Anniston, Ala.	.0407	197
Bowling Green, Ky.	.0388	198
Parkersburg, W.Va.	.0379	199
Cheyenne, Wyo.	.0352	200
Victoria, Tex.	.0349	201
Harrisonburg, Va.	.0340	202
Flagstaff, Ariz.	.0325	203
Twin Falls, Ida.	.0322	204
Zanesville, Ohio	.0302	205
Presque Isle, Maine	.0299	206
Mankato, Minn.	.0272	207
Ottumwa - Kirksville, Iowa-Mo.	.0261	208
Bend, Ore.	.0251	209
Helena, Mont.	.0194	210
North Platte, Neb.	.0173	211
Selma, Ala.	.0153	212
Alpena, Mich.	.0142	213
Glendive, Mont.	.0063	214

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
ALABAMA													
ANNISTON	124.9	43.3	23.3	1.1	18.0	11.1	21.1	20.8	21.5	28.7	1,018,464	451,009	.0407
BIRMINGHAM	1,371.4	506.8	346.2	8.8	201.7	124.5	153.8	229.3	245.9	372.1	12,122,605	5,728,302	.4833
DOTHAN	269.3	96.3	63.9	3.1	42.8	25.8	30.0	43.8	48.8	68.9	2,107,329	1,182,442	.0909
HUNTSVILLE-DECATUR-FLORENCE	704.2	259.8	91.5	5.0	103.2	69.3	82.0	114.1	140.8	173.5	6,397,333	3,065,875	.2538
MOBILE-PENSACOLA	1,193.3	421.3	282.9	16.3	189.9	118.0	149.9	201.0	222.3	270.6	11,130,245	5,819,254	.4306
MONTGOMERY	496.9	176.3	195.3	4.8	77.8	48.1	60.1	77.5	86.2	130.6	4,082,837	2,016,990	.1662
SELMA	54.0	18.4	30.5	.6	9.4	6.1	6.1	7.9	8.6	14.0	320,268	199,191	.0153
TUSCALOOSA	143.2	51.5	41.1	1.2	20.5	11.8	25.1	24.4	24.1	32.9	1,181,283	672,674	.0586
ARIZONA													
FLAGSTAFF	87.4	27.5	1.3	9.0	15.4	8.3	17.0	16.9	13.9	12.1	686,377	512,108	.0375
PHOENIX	2,178.5	826.1	59.8	313.8	320.5	194.2	258.5	373.2	386.9	570.8	22,316,154	12,544,914	[illegible]
TUCSON	729.6	280.2	20.1	181.8	103.1	63.1	95.6	130.3	125.9	188.0	6,760,958	3,590,147	.2757
ARKANSAS													
FT. SMITH	374.2	136.2	9.3	3.1	54.4	34.3	45.8	59.5	67.7	100.8	3,161,415	1,642,355	[illegible]
JONESBORO	183.8	67.6	3.4	1.1	25.6	16.5	20.8	26.9	32.6	56.0	1,426,264	726,107	[illegible]
LITTLE ROCK	1,225.3	442.1	221.5	8.8	181.6	111.1	139.0	197.6	216.2	339.4	10,638,153	5,693,235	.4403
CALIFORNIA													
BAKERSFIELD	391.4	138.0	20.2	95.2	62.7	35.8	47.1	68.4	69.4	92.5	4,115,555	2,109,988	.1614
CHICO-REDDING	388.2	150.6	2.7	20.9	50.8	32.6	46.1	65.2	68.2	113.5	3,464,307	1,948,509	.1448

THE BEAUTY IS IN THE NUMBERS

Beautiful. That's the San Francisco market. Aesthetically — and numerically. Like its charms, the City's economic strength extends across an ADI 10 counties wide. Encompassing 5 metro areas. Including 4 out of the 5 richest counties in California. And adding up to an exquisite advertising opportunity in the pages of Northern California's No. 1 newspaper combination.

Consider these national rankings among the top 10 ADIs, the achievement of a remarkably active 5.3 million people who avidly enjoy their affluence:

#1
in per capita effective buying income
in per capita retail sales
in percentage of travelers
in percentage of adults owning stock
in per capita food store sales

And, among *all* U.S. ADIs, San Francisco ranks fifth for total retail sales ($33 billion) and for total EBI ($69 billion). Sixth for population.

Beautiful. That's the cost effectiveness of a single media buy that reaches more than 2 million readers across this market with 5 issues — The Chronicle and The Examiner.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER

SAN FRANCISCO NEWSPAPER AGENCY
Agent of
San Francisco Chronicle San Francisco Examiner
925 MISSION STREET SAN FRANCISCO CA 94103

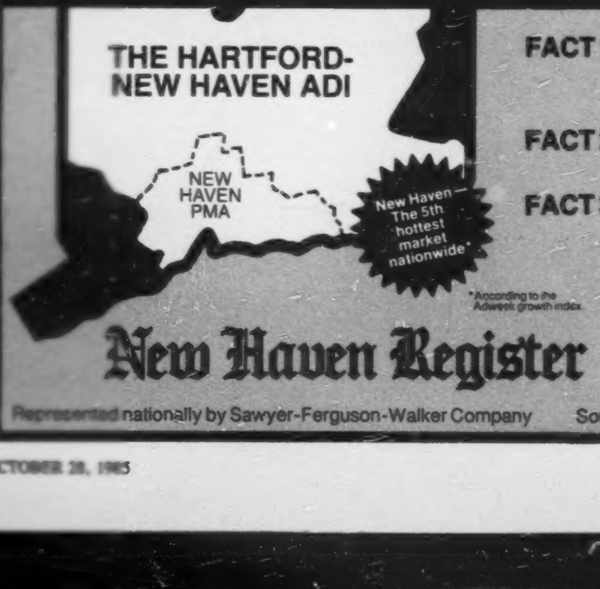
Sources: The Scarborough San Francisco Market Study, 1985, 5-issue reach; Sales & Marketing Management's Survey of Buying Power Data Service, 1984; Mediamark Research, 1984

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1984												Buying Power Index
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	
CA (cont.)													
EL CENTRO-YUMA	191.6	62.0	5.0	93.7	33.2	19.6	23.9	29.8	32.0	45.6	1,439,442	975,127	.0665
EUREKA	149.4	58.8	.6	5.9	19.5	11.5	19.9	29.3	25.6	38.8	1,422,814	817,501	.0591
FRESNO-VISALIA	1,174.9	402.2	45.4	374.5	187.6	111.2	146.0	204.9	205.0	274.6	10,668,559	5,420,041	.4309
LOS ANGELES	12,358.0	4,455.8	1,133.7	3,323.9	1,727.4	1,065.9	1,540.2	2,311.1	2,358.3	2,956.1	150,932,145	74,286,011	5.6851
PALM SPRINGS	149.1	54.8	6.9	31.5	21.1	12.6	15.7	24.4	25.0	45.3	1,574,589	803,200	.0617
SACRAMENTO-STOCKTON	2,435.9	921.4	122.4	316.9	338.8	213.0	295.2	449.7	452.1	607.4	26,230,752	13,163,266	1.0181
SALINAS-MONTEREY	570.9	199.6	21.8	145.8	78.5	45.6	79.2	115.8	96.3	135.7	6,546,967	2,972,180	.2439
SAN DIEGO	2,085.3	766.5	117.9	347.3	269.4	165.7	320.0	403.8	364.1	498.0	25,198,528	11,745,639	.9359
SAN FRANCISCO	5,382.4	2,080.6	467.0	736.6	653.8	440.4	627.8	1,078.5	1,086.6	1,346.8	75,717,503	35,969,260	2.7532
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	505.6	190.0	11.0	86.9	57.9	38.9	80.3	94.5	86.4	133.9	6,058,744	3,368,602	.2379
COLORADO													
COLORADO SPRINGS-PUEBLO	582.0	215.4	24.6	94.1	85.5	53.2	81.6	104.9	105.5	131.5	5,526,106	3,126,292	.2285
DENVER	2,578.8	1,004.2	85.3	247.8	363.7	219.9	345.2	555.5	494.7	515.7	31,454,927	16,827,939	1.2165
GRAND JUNCTION	181.9	67.6	.4	14.8	26.4	15.6	21.8	34.1	32.9	44.8	1,812,210	1,185,845	.0777
CONNECTICUT													
HARTFORD-NEW HAVEN	2,241.8	817.9	163.4	81.7	280.6	205.0	268.8	386.1	416.7	627.1	29,830,886	13,475,588	1.0789
DISTRICT OF COLUMBIA													
WASHINGTON	4,134.3	1,512.3	948.9	104.2	555.6	385.5	485.7	814.3	879.2	898.3	57,081,548	25,894,683	2.0535
FLORIDA													
FT. MYERS-NAPLES	466.6	193.8	34.0	24.9	49.9	33.6	38.3	59.6	70.9	203.6	5,175,253	3,131,278	.2120
GAINESVILLE	208.2	77.5	39.6	6.3	25.7	16.1	45.2	41.4	32.5	41.3	1,940,683	1,125,855	.0812
JACKSONVILLE	1,109.7	402.5	252.5	19.0	164.9	103.7	134.1	193.8	204.3	273.1	10,776,376	5,975,643	.4406
MIAMI	2,967.0	1,159.6	462.7	787.0	328.1	226.3	294.9	461.8	545.6	1,041.7	33,986,306	20,558,008	1.3843

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS


THE HARTFORD-NEW HAVEN ADI
NEW HAVEN PMA
New Haven—The 5th hottest market nationwide*
*According to the Adweek growth index.

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 500,000 adults 18+.

FACT 3 The Register and/or Journal-Courier reaches 52% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1985

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
FL. (cont.)													
ORLANDO-DAYTONA BEACH-MELBOURNE	1,800.2	698.1	232.5	51.8	221.6	156.0	204.6	271.4	322.2	578.5	18,472,211	11,201,809	.7687
PANAMA CITY	194.9	72.6	24.1	2.6	28.5	18.6	21.5	29.6	36.9	53.8	1,485,499	939,018	.0668
SARASOTA	241.6	108.9	13.3	3.9	19.8	14.9	17.9	28.1	34.0	123.0	2,930,907	1,800,962	.1188
TALLAHASSEE-THOMASVILLE	451.1	158.2	152.9	6.2	69.4	41.6	67.8	80.0	76.1	101.2	3,779,768	2,090,439	.1599
TAMPA-ST. PETERSBURG	2,541.0	1,036.0	268.3	121.9	285.0	193.9	242.3	357.7	407.7	995.5	26,613,168	14,723,206	1.0704
WEST PALM BEACH	1,009.7	417.8	148.0	47.0	110.6	73.3	91.3	142.8	159.7	408.0	12,696,278	6,871,764	.4901
GEORGIA													
ALBANY	389.7	130.8	137.3	4.1	66.2	40.1	44.8	63.3	66.8	94.1	2,940,891	1,688,248	.1288
ATLANTA	3,189.1	1,150.3	710.6	34.3	477.8	296.9	377.9	617.4	643.7	676.6	34,759,995	18,553,080	1.3720
AUGUSTA	597.5	204.4	229.7	8.7	94.0	59.3	74.0	101.9	105.2	142.2	4,922,920	2,312,176	.1992
COLUMBUS	537.6	185.3	207.6	8.9	80.4	51.9	82.0	87.9	88.6	129.1	4,297,403	2,116,158	.1766
MACON	458.3	156.4	167.3	4.5	70.4	45.8	55.5	76.1	84.5	110.6	4,215,488	2,148,997	.1698
SAVANNAH	594.9	200.4	205.0	9.1	92.6	55.9	90.8	101.1	97.1	135.4	5,074,661	2,791,112	.2131
IDAHO													
BOISE	430.2	153.3	1.8	23.3	69.4	38.4	50.2	78.6	77.5	99.3	3,940,746	1,952,257	.1578
IDAHO FALLS-POCATELLO	310.5	98.6	.7	15.0	61.4	29.3	39.3	51.9	50.7	61.3	2,606,207	1,394,844	.1084
TWIN FALLS	88.7	30.7	.1	4.4	14.7	7.8	9.0	13.9	15.2	24.3	758,874	429,430	.0322
ILLINOIS													
CHICAGO	8,493.3	3,034.4	1,534.0	691.2	1,229.6	788.0	1,010.8	1,503.3	1,587.1	2,098.6	102,624,275	45,027,908	3.7456
PEORIA	586.4	216.0	28.2	5.4	85.2	50.7	79.9	100.4	102.6	148.1	6,906,476	2,773,578	.2475
QUINCY-HANNIBAL	331.9	124.6	6.7	2.3	44.4	28.5	40.3	48.6	54.5	105.3	2,924,901	1,396,631	.1164
ROCKFORD	518.3	191.8	29.9	9.9	77.6	50.2	58.3	87.6	96.8	131.0	5,768,414	2,581,656	.2151
SPRINGFIELD-DECATUR-CHAMPAIGN	937.1	354.8	52.4	8.2	127.7	78.8	134.7	157.6	160.1	248.7	9,987,486	4,704,733	.3815
INDIANA													
EVANSVILLE	718.1	264.3	30.9	3.5	103.4	65.8	81.6	116.3	126.9	200.9	6,996,704	3,837,570	.2845
FT. WAYNE	663.9	235.7	28.9	10.7	104.6	63.1	76.8	113.6	117.8	164.2	6,496,428	3,236,249	.2567
INDIANAPOLIS	2,291.7	829.3	200.2	17.2	338.3	215.0	284.7	394.7	426.5	560.4	23,640,723	12,931,299	.9502
LAFAYETTE	132.3	45.9	2.0	1.5	16.1	9.7	33.1	22.9	19.9	27.0	1,317,233	742,073	.0538
SOUTH BEND-ELKHART	786.1	283.2	59.1	10.2	120.0	73.3	90.5	131.3	138.8	205.8	7,722,002	4,059,969	.3095
TERRE HAUTE	426.0	160.3	7.3	2.0	57.5	36.5	50.4	64.2	71.4	133.1	3,895,390	2,197,229	.1628

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Source: 1985 Simmons Market Study

THE INDIANAPOLIS STAR
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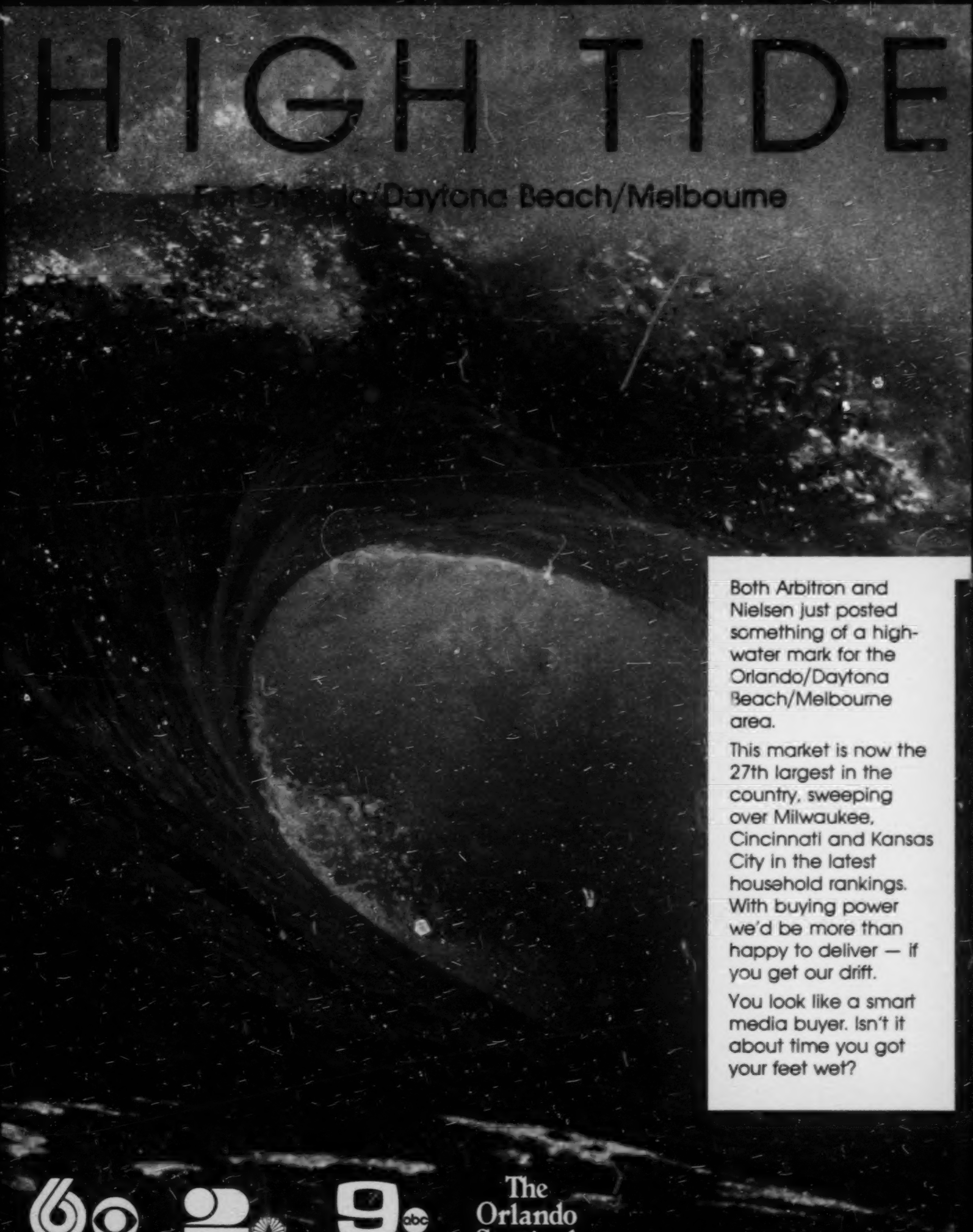
HIGH TIDE

For Orlando/Daytona Beach/Melbourne



Both Arbitron and Nielsen just posted something of a high-water mark for the Orlando/Daytona Beach/Melbourne area.

This market is now the 27th largest in the country, sweeping over Milwaukee, Cincinnati and Kansas City in the latest household rankings. With buying power we'd be more than happy to deliver — if you get our drift.

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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	893.7	329.7	13.7	5.3	127.7	84.3	122.6	149.8	148.7	230.7	9,115,500	4,010,926	.3448
DAVENPORT-ROCK ISLAND-MOLINE	878.0	328.9	23.4	25.0	129.5	82.3	98.3	145.2	155.9	237.4	9,624,431	4,117,320	.3559
DES MOINES	970.5	376.3	17.4	8.7	132.0	83.0	123.2	159.7	165.8	276.1	10,377,601	5,090,139	.4005
OTTUMWA-KIRKSVILLE	78.6	29.2	.4	.4	9.9	6.0	11.9	12.2	12.2	24.2	616,412	324,747	.0261
SIOUX CITY	425.8	160.1	1.3	2.7	62.4	37.8	48.8	64.1	67.5	129.9	3,824,607	2,023,186	.1570
KANSAS													
TOPEKA	394.9	145.3	26.7	13.2	53.3	30.8	65.9	68.7	62.7	99.5	4,384,375	2,010,701	.1644
WICHITA-HUTCHINSON	1,099.3	420.0	41.7	33.9	154.4	92.7	131.2	181.4	188.0	313.7	12,916,697	6,350,131	.4901
KENTUCKY													
BOWLING GREEN	104.8	37.2	7.6	.7	14.3	8.7	17.4	17.3	18.3	25.5	860,723	577,080	.0388
LEXINGTON	886.6	314.7	54.4	6.5	132.3	81.6	118.5	155.2	158.5	212.0	7,776,636	4,139,740	.3209
LOUISVILLE	1,409.6	502.3	146.8	10.9	209.9	132.0	171.2	247.0	256.2	347.1	13,751,977	6,882,592	.5451
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	861.6	326.7	53.2	5.4	114.5	72.6	105.8	130.3	147.7	265.8	7,380,595	4,065,801	.3100
LOUISIANA													
ALEXANDRIA	309.9	105.3	66.1	5.2	48.8	30.0	42.3	48.7	52.6	75.5	2,480,450	1,276,391	.1038
BATON ROUGE	763.3	254.2	248.3	13.6	124.5	76.2	110.6	141.6	131.4	149.8	7,458,122	3,825,485	.2972
LAFAYETTE	571.7	194.2	143.4	11.4	95.2	61.4	74.9	92.6	98.0	126.8	5,205,219	3,079,888	.2202
LAKE CHARLES	220.0	76.0	46.2	2.9	35.5	21.8	28.0	37.2	39.9	49.2	2,125,280	1,145,417	.0863
MONROE-EL DORADO	535.1	186.8	179.8	4.9	86.2	52.3	66.7	77.3	87.5	145.1	4,015,397	2,144,666	.1715
NEW ORLEANS	1,782.0	633.6	529.8	60.0	281.6	176.8	224.6	323.1	314.7	395.6	17,536,353	9,647,279	.7134
SHREVEPORT-TEXARKANA	1,231.8	443.4	345.2	20.7	169.8	114.2	134.0	189.9	212.7	348.2	11,341,470	6,010,402	.4626
MAINE													
BANGOR	347.0	123.8	.4	1.1	48.9	32.4	41.7	57.5	61.2	94.9	2,905,762	1,713,877	.1252
PORTLAND-POLAND SPRING	871.2	321.8	2.3	4.0	119.9	80.7	99.8	147.9	154.3	243.4	8,581,853	5,392,690	.3645
PRESQUE ISLE	87.9	29.4	.7	.5	13.7	9.3	11.0	14.5	15.4	21.1	703,327	383,361	.0299
MARYLAND													
BALTIMORE	2,429.2	874.6	591.1	23.8	315.2	230.1	291.2	435.3	469.9	621.1	25,698,240	13,710,370	1.0201
HAGERSTOWN	116.6	41.7	5.1	.7	14.6	10.7	14.0	19.7	21.9	32.7	1,043,303	669,440	.0454
SALISBURY	228.9	84.0	51.9	1.8	29.5	21.1	25.5	36.1	40.9	69.2	2,017,248	1,519,826	.0934
MASSACHUSETTS													
BOSTON	5,469.5	2,017.0	207.8	111.2	687.6	501.9	675.6	967.2	987.9	1,508.8	68,793,523	37,060,628	2.6516
SPRINGFIELD	583.1	211.3	33.4	24.5	72.4	52.3	84.7	95.8	96.9	165.9	6,120,765	3,483,409	.2483
MICHIGAN													
ALPENA	41.9	15.5	.0	.1	5.9	4.4	4.4	5.7	7.7	12.6	356,698	171,059	.0142
DETROIT	4,629.8	1,674.3	908.1	78.5	682.6	446.1	559.7	825.6	848.9	1,125.8	53,052,652	25,063,702	1.9979
FLINT-SAGINAW-BAY CITY	1,267.8	445.9	122.1	30.8	199.9	131.2	158.6	210.0	230.0	294.9	12,351,331	6,308,573	.4916
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,630.4	580.5	98.1	31.9	245.8	154.8	213.9	279.6	286.5	393.9	17,047,873	7,886,466	.6507
LANSING	616.3	215.1	36.1	16.2	90.0	56.1	97.7	116.6	108.3	127.7	6,696,619	3,137,814	.2544
MARQUETTE	158.7	55.5	1.5	.8	21.3	13.3	25.5	25.8	24.4	43.1	1,290,705	554,377	.0515
TRAVERSE CITY-CADILLAC	417.3	153.6	2.6	2.4	59.8	40.9	42.7	65.3	72.3	122.8	3,403,260	1,961,493	.1465

S&MM's SURVEY OF TELEVISION MARKETS

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					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
MINNESOTA													
ALEXANDRIA	166.3	59.2	.1	.6	24.0	16.2	18.1	23.0	27.1	52.1	1,262,258	753,397	.0561
DULUTH-SUPERIOR	468.1	175.2	1.3	1.5	65.1	42.6	52.7	74.4	77.0	141.3	4,376,674	2,327,121	.1780
MANKATO	64.9	23.4	.2	.4	8.3	5.2	12.4	10.7	9.5	16.6	604,062	427,149	.0272
MINNEAPOLIS-ST. PAUL	3,182.1	1,164.4	52.4	27.2	455.8	298.4	405.3	583.7	572.4	759.8	37,748,910	19,658,122	1.4540
ROCHESTER-MASON CITY-AUSTIN	386.2	147.3	.8	3.6	54.0	35.9	41.4	60.1	67.1	115.0	3,879,827	2,195,227	.1587
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	176.9	62.2	36.1	3.4	27.7	16.7	26.4	30.0	30.8	38.8	1,604,164	942,582	.0677
COLUMBUS-TUPELO	443.4	153.7	129.1	3.6	70.1	42.9	55.7	67.7	75.8	115.9	3,056,313	1,695,465	.1354
GREENWOOD-GREENVILLE	264.3	84.3	157.5	3.6	48.9	29.2	32.6	37.5	37.8	67.1	1,538,035	1,036,226	.0761
JACKSON	806.9	277.8	351.7	7.3	133.4	79.9	97.7	131.5	134.8	199.5	6,674,332	3,642,652	.2816
LAUREL-HATTIESBURG	251.6	87.7	70.8	2.4	40.0	24.0	33.0	39.1	42.2	64.3	1,946,180	1,170,176	.0858
MERIDIAN	211.8	74.4	81.8	2.2	34.8	20.4	24.0	31.3	34.3	59.5	1,595,191	849,869	.0685
MISSOURI													
COLUMBIA-JEFFERSON CITY	432.2	153.1	21.2	3.3	56.4	35.9	67.8	72.5	71.5	115.0	4,104,598	2,190,020	.1661
JOPLIN-PITTSBURG	460.9	175.2	4.1	3.9	62.9	39.4	49.1	66.6	78.5	150.5	4,117,535	2,072,935	.1663
KANSAS CITY	1,855.8	691.4	194.1	39.3	260.9	161.9	223.1	324.7	344.5	481.1	21,604,267	11,106,057	.8317
ST. JOSEPH	136.0	50.8	2.7	1.8	17.6	11.4	16.8	19.5	21.7	44.7	1,289,358	773,139	.0544
ST. LOUIS	2,890.8	1,043.6	418.3	26.3	411.9	270.7	323.0	472.4	525.7	795.2	31,642,663	16,164,733	1.2307
SPRINGFIELD	777.3	287.5	8.3	6.2	103.4	66.0	89.1	112.6	134.9	248.7	6,311,089	3,426,812	.2679
MONTANA													
BILLINGS-HARDIN	224.7	86.1	.3	5.1	34.6	20.0	25.6	40.5	40.6	55.0	2,210,839	1,397,014	.0940
BUTTE	124.6	46.6	.1	1.5	16.7	10.7	19.1	22.2	20.9	31.1	1,099,437	648,206	.0466
GLENDIVE	14.2	5.4	.0	.1	2.3	1.3	1.8	2.4	2.4	3.5	132,527	101,950	.0063
GREAT FALLS	181.0	68.8	1.0	2.0	27.4	17.1	21.3	29.9	32.4	46.1	1,667,755	933,165	.0692
HELENA	46.9	18.5	.1	.4	6.9	4.2	5.7	9.2	8.6	10.6	490,986	262,533	.0194
MISSOULA	187.5	72.1	.2	1.8	27.3	17.0	22.5	36.0	34.9	43.3	1,751,769	890,121	.0704
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	675.7	257.6	4.1	7.9	91.8	54.7	88.7	109.9	109.7	199.1	6,938,193	3,354,214	.2693
NORTH PLATTE	43.5	16.2	.1	1.6	7.0	3.9	4.7	7.2	7.6	11.5	419,137	224,056	.0173
OMAHA	929.9	349.3	47.3	14.0	137.9	86.8	106.8	158.0	164.9	243.8	10,595,999	4,986,951	.3985
NEVADA													
LAS VEGAS	551.7	219.0	56.3	40.1	76.5	48.8	67.6	104.7	116.2	120.1	6,155,105	3,877,862	.2554
RENO	410.7	164.3	6.0	21.5	50.9	34.1	49.0	81.2	83.3	100.1	4,647,335	2,883,533	.1913
NEW MEXICO													
ALBUQUERQUE	1,168.8	409.6	15.8	420.4	192.8	119.2	142.4	211.6	213.4	243.2	10,478,150	5,731,342	.4339
ROSWELL	165.8	59.3	5.0	46.2	27.5	15.7	18.5	25.7	27.9	43.7	1,566,580	1,118,173	.0702

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NEW YORK													
ALBANY-SCHENECTADY-TROY	1,315.7	484.4	39.7	12.8	173.0	122.2	152.5	214.1	230.4	388.7	14,252,354	7,161,537	.5526
BINGHAMTON	433.6	156.0	4.2	2.7	59.6	42.4	50.7	67.0	78.6	122.9	4,419,942	1,984,185	.1682
BUFFALO	1,714.0	621.6	125.1	21.0	230.0	161.6	202.9	268.2	300.3	503.5	17,433,998	7,593,951	.6579
ELMIRA	240.2	85.6	5.3	1.5	34.2	23.6	26.8	36.6	42.4	69.2	2,197,617	1,000,570	.0860
NEW YORK	18,243.9	6,756.1	3,087.0	2,232.2	2,330.0	1,644.8	1,920.7	3,055.6	3,594.3	5,214.1	235,835,709	99,490,745	8.4099
ROCHESTER	957.7	348.8	82.4	20.4	130.0	90.1	118.9	168.4	176.2	246.4	11,555,420	5,096,596	.4225
SYRACUSE	1,048.0	369.1	41.6	10.0	142.6	98.9	150.3	174.2	179.9	271.4	11,296,985	4,897,678	.4204
UTICA	295.2	104.4	5.8	2.5	39.2	27.7	36.8	43.7	49.7	89.9	2,827,456	1,306,420	.1101
WATERTOWN-CARTHAGE	235.8	78.8	.5	1.1	35.4	24.0	32.4	35.0	39.2	62.4	2,016,548	949,406	.0809
NORTH CAROLINA													
CHARLOTTE	1,800.3	651.7	347.8	12.9	262.8	167.2	207.8	313.4	352.1	445.1	17,297,207	9,471,415	.7058
GREENSBORO-WINSTON SALEM-HIGH POINT	1,327.2	492.3	242.0	9.1	182.1	121.1	152.2	228.7	263.1	345.8	13,047,822	7,113,358	.5293
GREENVILLE-NEW BERN-WASHINGTON	649.7	221.7	221.0	9.9	95.6	58.4	110.4	108.9	108.4	145.3	4,924,710	2,832,239	.2155
RALEIGH-DURHAM	1,697.7	599.9	530.0	22.3	243.3	152.3	249.9	313.1	308.5	378.4	15,495,661	8,581,722	.6416
WILMINGTON	370.5	129.0	100.7	3.5	58.8	36.9	41.5	62.7	67.0	91.9	2,842,718	1,756,038	.1271
NORTH DAKOTA													
FARGO	596.7	212.5	1.7	4.0	84.3	52.5	83.5	95.6	93.8	166.3	5,935,176	3,075,098	.2367
MINOT-BISMARCK-DICKINSON	403.2	140.2	1.2	2.3	63.7	38.8	49.3	66.9	66.4	102.4	4,281,971	2,306,286	.1699
OHIO													
CINCINNATI	1,913.5	697.9	194.9	10.9	283.0	180.1	234.0	322.8	345.4	484.1	20,176,784	9,602,096	.7745
CLEVELAND	3,801.0	1,408.3	478.7	51.0	535.5	351.7	435.4	638.0	693.1	1,032.5	40,662,844	20,112,305	1.5733
COLUMBUS	1,734.5	647.0	156.0	10.9	252.7	154.8	228.3	313.7	322.0	408.2	17,698,573	8,817,960	.6929
DAYTON	1,364.8	508.1	129.3	8.9	201.2	127.2	157.4	228.9	257.5	348.7	14,265,035	6,664,631	.5455
LIMA	113.9	40.8	11.7	.9	17.5	10.8	13.2	18.6	19.4	30.3	1,101,357	675,820	.0465
TOLEDO	1,061.6	386.0	72.0	32.9	161.2	97.3	134.9	178.4	181.1	272.7	10,914,300	5,767,354	.4341
YOUNGSTOWN	647.2	237.5	62.8	7.1	89.6	58.8	72.6	103.3	114.3	189.9	6,644,976	3,085,385	.2549
ZANESVILLE	84.5	31.2	3.8	.3	12.7	8.1	9.7	13.2	14.9	23.1	720,044	391,658	.0302

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STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
OKLAHOMA													
ARDMORE-ADA	199.7	74.8	9.1	2.1	27.8	17.5	21.2	27.8	34.0	65.3	1,600,453	800,697	.0660
OKLAHOMA CITY	1,587.3	602.6	103.2	33.0	227.9	131.7	204.8	270.5	284.5	414.4	17,329,131	10,308,125	.7087
TULSA	1,202.6	454.0	79.9	15.8	175.4	105.4	130.3	201.9	225.3	325.2	12,418,852	6,075,959	.4821
OREGON													
BEND	67.8	25.1	.0	1.2	10.1	5.8	7.0	13.8	12.8	15.9	596,307	340,299	.0251
EUGENE	427.4	162.2	1.6	8.7	60.9	36.0	52.7	84.5	77.0	102.1	3,796,677	2,050,596	.1569
MEDFORD	312.1	117.5	1.1	10.0	44.9	27.2	30.5	54.3	57.4	87.8	2,597,412	1,567,243	.1129
PORTLAND	2,101.9	802.2	34.9	50.2	296.4	176.8	240.7	410.3	382.3	526.5	22,018,022	11,086,670	.8605
PENNSYLVANIA													
ERIE	423.9	153.1	14.6	2.5	61.9	39.4	51.8	68.1	72.2	117.3	4,154,117	2,188,231	.1669
HARRISBURG-YORK-LANCASTER-LEBANON	1,423.9	527.6	55.8	19.7	195.3	127.6	164.3	241.1	265.1	389.5	15,429,401	7,677,303	.5965
JOHNSTOWN-ALTOONA	806.6	290.7	7.7	3.2	110.4	71.5	107.8	125.3	135.1	233.7	6,953,653	3,389,453	.2815
PHILADELPHIA	7,258.6	2,654.7	1,149.2	196.3	949.6	665.3	848.5	1,192.9	1,327.1	2,074.8	83,140,167	40,751,217	3.1652
PITTSBURGH	3,322.5	1,254.7	199.6	16.4	417.9	289.4	390.6	531.7	576.9	1,028.8	34,961,876	15,780,093	1.3220
WILKES BARRE-SCRANTON	1,145.1	427.1	7.3	4.5	145.5	98.4	124.8	170.6	197.0	379.0	10,386,942	5,227,807	.4185
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,558.7	564.0	41.8	34.0	201.3	141.5	187.1	254.3	268.8	464.1	16,671,046	8,751,717	.6568
SOUTH CAROLINA													
CHARLESTON	604.3	201.9	215.3	8.9	95.7	59.5	91.8	113.1	105.1	117.2	4,899,975	2,825,964	.2110
COLUMBIA	774.8	266.8	291.6	9.8	116.4	75.0	113.5	142.5	137.0	165.7	6,943,377	3,483,747	.2805
FLORENCE	403.8	139.9	148.1	4.0	67.0	41.1	46.6	69.7	71.8	92.9	3,098,475	2,163,296	.1440
GREENVILLE-SPARTANBURG-ASHEVILLE	1,635.6	602.4	248.5	11.8	230.1	147.7	186.7	270.4	313.6	440.9	14,196,060	7,835,518	.5940
SOUTH DAKOTA													
RAPID CITY	265.7	94.9	1.5	4.6	43.6	24.2	35.2	48.9	44.2	58.0	2,786,837	1,442,235	.1097
SIOUX FALLS-MITCHELL	610.6	226.4	.7	1.9	88.7	56.0	74.0	92.1	97.1	180.9	5,753,446	3,036,447	.2333
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	787.3	278.5	13.7	4.3	115.8	72.8	86.6	130.6	154.4	204.7	6,588,125	3,288,212	.2698
CHATTANOOGA	825.0	296.6	76.6	6.0	124.4	75.7	92.6	140.2	160.9	205.5	7,122,999	3,930,953	.2983
JACKSON	122.0	45.0	26.8	.9	17.9	10.8	13.7	20.1	21.3	34.3	1,031,941	690,129	.0462
KNOXVILLE	1,139.3	416.7	48.2	7.8	163.6	105.5	131.5	192.1	216.0	297.5	9,722,497	5,911,670	.4216
MEMPHIS	1,668.0	581.0	616.6	15.7	263.9	165.3	203.1	277.1	285.7	413.8	13,874,794	8,106,226	.5972
NASHVILLE	1,836.5	663.0	229.0	16.4	258.8	163.4	224.2	312.2	345.8	475.0	17,342,576	8,697,239	.6922
TEXAS													
ABILENE-SWEETWATER	316.2	115.3	14.4	44.1	44.3	26.6	38.6	45.8	52.4	97.7	2,982,718	1,888,479	.1276
AMARILLO	479.0	173.8	17.9	69.2	75.9	42.5	56.3	78.1	85.7	121.8	4,743,297	2,678,953	.1943
AUSTIN	802.0	299.4	77.4	154.2	109.4	65.2	131.1	160.8	134.3	175.7	8,993,398	4,852,525	.3540
BEAUMONT-PORT ARTHUR	476.2	168.1	103.1	16.1	72.2	44.9	54.3	76.2	85.7	126.3	5,076,526	2,614,870	.1990
CORPUS CHRISTI	526.3	169.7	18.3	303.5	91.3	52.7	64.7	89.0	89.5	118.1	4,694,693	2,934,327	.2035
DALLAS-FT. WORTH	4,111.5	1,511.2	566.2	349.6	607.3	363.5	496.6	765.6	796.1	947.9	49,465,108	26,087,643	1.9087
EL PASO	672.5	203.7	23.1	438.0	123.7	70.0	95.2	113.6	116.5	127.1	5,178,714	2,972,042	.2257
HOUSTON	3,927.7	1,397.8	731.6	643.2	621.1	351.2	496.3	817.2	759.4	738.6	47,895,179	24,514,478	1.8262
LAREDO	125.2	33.0	.1	118.4	26.3	14.9	14.7	19.1	19.4	25.5	699,469	896,979	.0450
LUBBOCK	432.1	147.9	26.1	123.9	68.6	40.5	65.8	70.0	72.5	97.6	3,720,282	2,205,418	.1594

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1984												
	POPULATION—12/31/84										EFFECTIVE BUYING INCOME	RETAIL SALES	
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
TX (cont.)													
MCALLEN-BROWNSVILLE	635.3	173.0	1.6	560.3	134.1	73.5	69.2	97.7	99.0	134.4	3,772,706	2,883,802	.1933
ODESSA-MIDLAND	397.2	138.7	19.6	113.3	65.9	36.8	49.1	69.3	71.9	88.1	4,521,141	3,126,033	.1935
SAN ANGELO	121.0	43.2	4.2	31.2	17.1	10.3	16.3	19.4	20.3	33.6	1,230,891	779,056	.0522
SAN ANTONIO	1,566.8	516.5	92.6	802.3	258.2	155.6	191.1	260.4	271.8	372.9	14,406,699	7,967,752	.5956
TYLER	339.6	119.2	71.0	15.0	49.8	29.0	43.4	54.9	58.2	93.1	3,344,408	1,778,064	.1342
VICTORIA	77.6	26.1	5.5	27.2	13.0	7.6	9.5	13.9	14.0	16.5	802,896	550,467	.0349
WACO-TEMPLE	649.9	223.8	108.5	71.3	90.6	50.9	128.9	104.8	98.8	152.1	6,126,277	3,203,272	.2479
WICHITA FALLS-LAWTON	452.0	160.9	38.5	26.9	64.5	38.4	63.5	72.0	76.4	121.2	4,304,656	2,381,813	.1762
UTAH													
SALT LAKE CITY	1,841.7	579.0	10.9	77.3	373.0	167.2	247.0	324.8	288.4	335.2	15,792,072	8,464,889	.6570
VERMONT													
BURLINGTON-PLATTSBURGH	623.5	220.3	3.9	5.1	87.9	59.6	84.8	110.1	110.5	151.8	5,604,307	3,395,922	.2398
VIRGINIA													
CHARLOTTESVILLE	100.9	35.6	14.4	.9	10.9	7.6	21.1	20.0	17.0	21.8	1,105,020	740,423	.0471
HARRISONBURG	99.0	33.3	2.3	.7	12.1	8.0	18.0	16.2	17.1	24.9	787,285	449,581	.0340
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,514.6	509.5	457.8	23.3	213.4	136.1	240.9	271.2	273.7	330.7	14,596,638	7,447,527	.5829
RICHMOND	1,158.0	404.6	334.9	10.1	155.3	106.2	136.3	209.0	220.5	298.1	11,754,741	5,911,930	.4624
ROANOKE-LYNCHBURG	977.6	339.4	159.8	6.3	128.4	86.5	125.7	161.0	184.1	266.6	8,917,253	4,287,968	.3544
WASHINGTON													
SEATTLE-TACOMA	3,070.4	1,198.5	99.1	62.4	410.1	257.0	381.0	597.2	579.5	750.2	36,675,051	17,664,053	1.3781
SPOKANE	855.5	319.6	5.7	18.9	127.5	75.4	106.5	151.4	151.0	214.1	7,813,225	3,902,453	.3138
YAKIMA	469.9	172.0	4.9	41.9	72.5	42.5	55.0	84.0	83.6	114.6	4,708,363	2,284,300	.1837
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	390.4	139.7	26.8	2.9	61.5	35.5	41.8	65.1	64.7	109.1	2,974,170	1,736,933	.1305
CHARLESTON-HUNTINGTON	1,481.7	528.9	32.9	9.0	230.5	136.6	170.2	248.0	265.1	381.8	12,361,810	6,246,165	.5090
CLARKSBURG-WESTON	244.9	89.9	1.8	2.0	35.0	22.0	27.2	38.4	41.2	73.5	1,889,144	933,215	.0792
PARKERSBURG	92.9	35.1	.8	.4	13.4	8.6	9.8	15.3	17.8	25.1	902,111	543,247	.0379
WHEELING-STEUBENVILLE	450.5	166.7	10.6	2.2	63.8	40.1	48.7	71.7	77.5	135.4	4,082,876	1,870,478	.1602
WISCONSIN													
GREEN BAY	993.1	361.2	1.2	5.3	145.5	100.2	116.6	161.8	169.0	267.0	9,724,050	4,556,673	.3773
LA CROSSE-EAU CLAIRE	454.0	163.4	.6	1.6	63.3	41.9	63.6	71.8	72.5	126.3	4,219,703	2,221,303	.1713
MADISON	523.6	203.0	5.9	4.2	68.9	45.6	77.7	103.3	89.2	123.5	5,730,279	3,171,804	.2283
MILWAUKEE	1,882.4	699.6	166.3	44.9	264.9	178.5	227.3	324.1	337.6	490.3	21,473,508	9,457,935	.7937
WAUSAU-RHINELANDER	444.1	160.5	.6	1.7	65.1	44.4	52.1	69.1	75.3	123.2	4,100,773	2,036,831	.1642
WYOMING													
CASPER-RIVERTON	156.7	56.4	.6	5.7	25.8	13.7	20.0	31.2	28.5	30.7	1,720,752	1,020,179	.0702
CHEYENNE	79.8	30.6	2.1	7.4	12.0	7.0	10.5	14.8	14.7	17.8	849,175	522,827	.0352
TOTAL UNITED STATES ADIs	236,697.1	86,419.1	28,441.5	17,106.8	33,398.1	21,413.3	28,755.7	41,044.4	43,221.6	61,469.8	2,557,546,894	1,286,122,347	99.2553

SECTION F

Sales and Marketing MANAGEMENT

Zip Code Characteristics

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Zip data defined

This year's Zip Code section contains data for six very diverse areas. In previous years, we had included rankings of the top 50 Zips for a number of different characteristics, such as Asian population, Children age 0–5 years, and Single-person households. This year, we have reconfigured the data to show more than 50 individual characteristics for each of the half dozen selected Zips, which is just a quarter of the data that's available for any 5-digit area. The great depth of Zip information, coupled with the much finer geographic definition of Zip Code areas, makes it a very desirable format for those looking to do highly specific profiling or targeting.

To give marketers an idea of how characteristics can vary widely within even a single city, we have selected three of this year's Zips from different parts of New York City. The three—Brooklyn Heights (11201), Chinatown (10013), and upper Manhattan's Morningside (10026)—show vastly different pictures of race, ethnicity, income, and housing, even though they are all located within five miles of each other. The other three Zips were selected as textbook portrayals of a typical White/Upper Middle Class area (Mentor, OH—44060), a heavily Hispanic section of Miami's Dade County (33144), and Ithaca, NY, (14850), a Zip with a large student population from both Cornell Univ. and Ithaca College.

A quick study of the differences between these areas' income levels, renter-vs. owner-occupied housing, racial and ethnic makeup, educational attainment, and a number of other characteristics, further illustrates the need for highly specific data in market profiling and customer targeting. If you would like more information on Zip Code demographics, contact Bill Communications' Market Statistics Div., 633 Third Ave., New York, NY 10017 (212-986-4800).

VITAL INFORMATION

Zip Code: 11201
Name: Brooklyn Heights
State: New York
Metro: New York
County: Kings

DEMOGRAPHIC CHARACTERISTICS

Population: 45,226
Total households: 20,678
Sex: Male - 22,895 (50.6%)
Female - 22,331 (49.4%)

Population by age group:
0-5 - 2,445 (5.4%)
6-13 - 3,482 (7.7%)
14-17 - 2,332 (5.2%)
18-24 - 5,229 (11.6%)
25-34 - 11,481 (25.4%)
35-44 - 6,435 (14.2%)
45-54 - 4,489 (9.9%)
55-64 - 3,678 (8.1%)
65 & over - 5,655 (12.5%)

Race: White - 29,720 (65.7%)
Black - 10,870 (24.0%)
Amer. Indian, Eskimo - 138 (0.3%)
Asian, Pacific Islander - 1,559 (3.4%)
Other - 2,939 (6.5%)

Spanish origin: Mexican - 250 (0.6%)
Puerto Rican - 4,911 (10.9%)
Cuban - 464 (1.0%)
Other Spanish origin - 1,784 (3.9%)

Number of households with:
1 person - 9,967 (48.2%)
2 persons - 5,797 (28.0%)
3 persons - 2,219 (10.7%)
4 persons - 1,439 (7.0%)
5 persons - 693 (3.4%)
6 or more - 563 (2.7%)

SOCIOECONOMIC CHARACTERISTICS

Household income: (No. of hshlds.)
Less than $5,000 - 3,139 (15.2%)
$5,000-$9,999 - 3,265 (15.8%)
$10,000-$14,999 - 3,233 (15.6%)
$15,000-$19,999 - 2,822 (13.6%)
$20,000-$24,999 - 2,212 (10.7%)
$25,000-$29,999 - 1,374 (6.6%)
$30,000-$34,999 - 1,092 (5.3%)
$35,000-$39,999 - 939 (4.5%)
$40,000-$49,999 - 1,058 (5.1%)
$50,000-$74,999 - 980 (4.7%)
$75,000 or more - 564 (2.7%)
Median household income: $16,068
Average household income: $21,764

Educational attainment (age 25 and over):
Did not finish high school - 8,100 (25.5%)
Finished high school only - 6,393 (20.1%)
Completed 1-3 years of college - 4,702 (14.8%)
Completed 4 or more years of college - 12,543 (39.5%)

HOUSING CHARACTERISTICS

Number of housing units: 22,168
Owner-occupied units: 2,983 (13.5%)
Renter-occupied units: 17,643 (79.6%)

Number of bedrooms:
0 or 1 - 12,410 (60.2%)
2 - 5,408 (26.2%)
3 or more - 2,808 (13.6%)

Number of bathrooms:
1 only - 17,050 (82.7%)
1½ or more - 2,862 (13.9%)

Motor vehicles available to household:
None - 14,511 (70.4%)
1 - 5,676 (27.5%)
2 - 417 (2.0%)
3 or more - 22 (0.1%)

VITAL INFORMATION

Zip Code: 10013
Name: Chinatown
State: New York
Metro: New York
County: New York (Manhattan)

DEMOGRAPHIC CHARACTERISTICS

Population: 22,320
Total households: 8.936
Sex: Male - 12,886 (57.7%)
Female - 9,434 (42.3%)

Population by age group:
0-5 - 933 (4.2%)
6-13 - 1,339 (6.0%)
14-17 - 732 (3.3%)
18-24 - 1,879 (8.4%)
25-34 - 5,575 (25.0%)
35-44 - 3,314 (14.8%)
45-54 - 2,812 (12.6%)
55-64 - 2,706 (12.1%)
65 & over - 3,030 (13.6%)

Race: White - 10,428 (46.7%)
Black - 1,818 (8.1%)
Amer. Indian, Eskimo - 20 (0.1%)
Asian, Pacific Islander - 9,590 (43.0%)
Other - 464 (2.1%)

Spanish origin: Mexican - 67 (0.3%)
Puerto Rican - 478 (2.1%)
Cuban - 48 (0.2%)
Other Spanish origin - 491 (2.2%)

Number of households with:
1 person - 3,464 (38.8%)
2 persons - 2,884 (32.2%)
3 persons - 1,250 (14.0%)
4 persons - 751 (8.4%)
5 persons - 346 (3.9%)
6 or more - 241 (2.7%)

SOCIOECONOMIC CHARACTERISTICS

Household income: (No. of hshlds.)
Less than $5,000 - 1,659 (18.6%)
$5,000-$9,999 - 2,051 (23.0%)
$10,000-$14,999 - 1,898 (21.2%)
$15,000-$19,999 - 1.078 (12.1%)
$20,000-$24,999 - 777 (8.7%)
$25,000-$29,999 - 475 (5.3%)
$30,000-$34,999 - 323 (3.6%)
$35,000-$39,999 - 191 (2.1%)
$40,000-$49,999 - 196 (2.2%)
$50,000-$74,999 - 178 (2.0%)
$75,000 or more - 110 (1.2%)
Median household income: $12,014
Average household income: $15,434

Educational attainment (age 25 and over):
Did not finish high school - 8,429 (48.3%)
Finished high school only - 2,754 (15.8%)
Completed 1-3 years of college - 1,849 (10.6%)
Completed 4 or more years of college - 4,405 (25.3%)

HOUSING CHARACTERISTICS

Number of housing units: 9,371
Owner-occupied units: 621 (6.6%)
Renter-occupied units: 8,155 (87.0%)

Number of bedrooms:
0 or 1 - 5,851 (66.7%)
2 - 2,400 (27.3%)
3 or more - 525 (6.0%)

Number of bathrooms:
1 only - 5,635 (64.2%)
1½ or more - 423 (4.8%)

Motor vehicles available to household:
None - 7,088 (80.8%)
1 - 1,593 (18.2%)
2 - 95 (1.1%)
3 or more - 0

VITAL INFORMATION

Zip Code: 10026
Name: Morningside
State: New York
Metro: New York
County: New York

DEMOGRAPHIC CHARACTERISTICS

Population: 25,747
Total households: 10,213
Sex: Male - 11,646 (45.2%)
Female - 14,101 (54.8%)

Population by age group:
0-5 - 2,095 (8.1%)
6-13 - 2,835 (11.0%)
14-17 - 1,955 (7.6%)
18-24 - 2,952 (11.5%)
25-34 - 3,398 (13.2%)
35-44 - 2,728 (10.6%)
45-54 - 2,804 (10.9%)
55-64 - 3,294 (12.8%)
65 & over - 3,686 (14.3%)

Race: White - 380 (1.5%)
Black - 24,333 (94.5%)
Amer. Indian, Eskimo - 121 (0.5%)
Asian, Pacific Islander - 40 (0.2%)
Other - 873 (3.4%)

Spanish origin: Mexican - 117 (0.5%)
Puerto Rican - 1,011 (3.9%)
Cuban - 23 (0.1%)
Other Spanish origin - 324 (1.3%)

Number of households with:
1 person - 3,948 (38.7%)
2 persons - 2,393 (23.4%)
3 persons - 1,494 (14.6%)
4 persons - 970 (9.5%)
5 persons - 553 (5.4%)
6 or more - 855 (8.4%)

SOCIOECONOMIC CHARACTERISTICS

Household income: (No. of hshlds.)
Less than $5,000 - 4,772 (46.7%)
$5,000-$9,999 - 2,383 (23.3%)
$10,000-$14,999 - 1,461 (14.3%)
$15,000-$19,999 - 838 (8.2%)
$20,000-$24,999 - 324 (3.2%)
$25,000-$29,999 - 253 (2.5%)
$30,000-$34,999 - 24 (0.2%)
$35,000-$39,999 - 43 (0.4%)
$40,000-$49,999 - 56 (0.5%)
$50,000-$74,999 - 46 (0.5%)
$75,000 or more - 13 (0.1%)
Median household income: $5,688
Average household income: $8,405

Educational attainment (age 25 and over):
Did not finish high school - 9,663 (60.7%)
Finished high school only - 4,655 (29.3%)
Completed 1-3 years of college - 1,020 (6.4%)
Completed 4 or more years of college - 572 (3.6%)

HOUSING CHARACTERISTICS

Number of housing units: 12,521
Owner-occupied units: 145 (1.2%)
Renter-occupied units: 9,870 (78.8%)

Number of bedrooms:
0 or 1 - 4,053 (40.5%)
2 - 2,985 (29.8%)
3 or more - 2,977 (29.7%)

Number of bathrooms:
1 only - 8,801 (87.9%)
1½ or more - 446 (4.5%)
Motor vehicles available to household:
None - 9,297 (92.8%)
1 - 638 (6.4%)
2 - 75 (0.7%)
3 or more - 5 (less than 0.1%)

VITAL INFORMATION
Zip Code: 44060
Name: Mentor
State: Ohio
Metro: Cleveland
County: Lake

DEMOGRAPHIC CHARACTERISTICS
Population: 53,543
Total households: 17,041
Sex: Male - 26,466 (49.4%)
Female - 27,077 (50.6%)

Population by age group:
0-5 - 4,831 (9.0%)
6-13 - 8,259 (15.4%)
14-17 - 4,406 (8.2%)
18-24 - 5,529 (10.3%)
25-34 - 9,847 (18.4%)
35-44 - 7,649 (14.3%)
45-54 - 5,743 (10.7%)
55-64 - 4,347 (8.1%)
65 & over - 2,932 (5.5%)

Race: White - 53,114 (99.2%)
Black - 41 (0.1%)
Amer. Indian, Eskimo - 31 (0.1%)
Asian, Pacific Islander - 317 (0.6%)
Other - 40 (0.1%)

Spanish origin: Mexican - 41 (0.1%)
Puerto Rican - 51 (0.1%)
Cuban - 26 (less than 0.1%)
Other Spanish origin - 198 (0.4%)

Number of households with:
1 person - 2,070 (12.1%)
2 persons - 5,012 (29.4%)
3 persons - 3,463 (20.3%)
4 persons - 3,665 (21.5%)
5 persons -1,859 (10.9%)
6 or more - 972 (5.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 585 (3.4%)
$5,000-$9,999 - 1,041 (6.1%)
$10,000-$14,999 - 1,501 (8.8%)
$15,000-$19,999 - 2,264 (13.3%)
$20,000-$24,999 - 2,902 (17.0%)
$25,000-$29,999 - 2,437 (14.3%)
$30,000-$34,999 - 1,988 (11.7%)
$35,000-$39,999 - 1,441 (8.5%)
$40,000-$49,999 - 1,717 (10.1%)
$50,000-$74,999 - 903 (5.3%)
$75,000 or more - 262 (1.5%)
Median household income: $25,443
Average household income: $28,071

Educational attainment (age 25 and over):
Did not finish high school - 5,796 (19.0%)
Finished high school only - 13,199 (43.2%)
Completed 1-3 years of college - 5,592 (18.3%)
Completed 4 or more years of college - 5,931 (19.4%)

HOUSING CHARACTERISTICS
Number of housing units: 17,834
Owner-occupied units: 14,477 (81.2%)
Renter-occupied units: 2,692 (15.1%)

Number of bedrooms:
0 or 1 - 715 (4.2%)
2 - 3,497 (20.4%)
3 or more - 12,957 (75.5%)

Number of bathrooms:
1 only - 6,276 (36.6%)
1½ or more - 10,854 (63.2%)

Motor vehicles available to household:
None - 242 (1.4%)
1 - 4,061 (23.7%)
2 - 8,939 (52.1%)
3 or more - 3,927 (22.9%)

VITAL INFORMATION
Zip Code: 14850
Name: Ithaca
State: New York
Metro: Nonmetropolitan
County: Tompkins

DEMOGRAPHIC CHARACTERISTICS
Population: 52,398
Total households: 19,187
Sex: Male - 25,964 (49.6%)
Female - 26,434 (50.4%)

Population by age group:
0-5 - 3,095 (5.9%)
6-13 - 3,799 (7.3%)
14-17 - 2,438 (4.7%)
18-24 - 16,464 (31.4%)
25-34 - 10,099 (19.3%)
35-44 - 4,511 (8.6%)
45-54 - 3,630 (6.9%)
55-64 - 3,607 (6.9%)
65 & over - 4,755 (9.1%)

Race: White - 48,122 (91.8%)
Black - 2,090 (4.0%)
Amer. Indian, Eskimo - 93 (0.2%)
Asian, Pacific Islander - 1,758 (3.4%)
Other - 335 (0.6%)

Spanish origin: Mexican - 136 (0.3%)
Puerto Rican - 193 (0.4%)
Cuban - 78 (0.1%)
Other Spanish origin - 704 (1.3%)

Number of households with:
1 person - 5,628 (29.3%)
2 persons - 6,490 (33.8%)
3 persons - 3,14[illegible] (16.4%)
4 persons - 2,416 (12.6%)
5 persons - 995 (5.2%)
6 or more - 513 (2.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 3,115 (16.2%)
$5,000-$9,999 - 3,980 (20.7%)
$10,000-$14,999 - 3,350 (17.5%)
$15,000-$19,999 - 2,429 (12.7%)
$20,000-$24,999 - 1,926 (10.0%)
$25,000-$29,999 - 1,362 (7.1%)
$30,000-$34,999 - 771 (4.0%)
$35,000-$39,999 - 712 (3.7%)
$40,000-$49,999 - 715 (3.7%)
$50,000-$74,999 - 631 (3.3%)
$75,000 or more - 196 (1.0%)
Median household income: $13,600
Average household income: $17,733

Educational attainment (age 25 and over):
Did not finish high school - 4,032 (15.2%)
Finished high school only - 6,211 (23.3%)
Completed 1-3 years of college - 3,742 (14.1%)
Completed 4 or more years of college - 12,617 (47.4%)

HOUSING CHARACTERISTICS
Number of housing units: 19,945
Owner-occupied units: 8,316 (41.7%)
Renter-occupied units: 10,844 (54.4%)

Number of bedrooms:
0 or 1 - 5,474 (28.6%)
2 - 5,234 (27.2%)
3 or more - 8,482 (44.3%)

Number of bathrooms:
1 only - 12,[illegible] (67.8%)
1½ or more - 5,614 (29.3%)

Motor vehicles available to household:
None - 2,876 (15.0%)
1 - 9,362 (48.9%)
2 - 5,209 (27.2%)
3 or more - 1,71[illegible] (8.9%)

BUSINESS WITH BILL*

[*Frankly, an advertisement*]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

I had worked on *Successful Meetings* magazine less than five months when I made a serious mistake. It was a blunder that could have cost Bill Communications several thousand dollars, and it not only embarrassed me but I was sure it would put the man who had hired me in a tight spot with top management. When I told him what I had done, he was stunned. As he walked out of my office, he said, "Let me think about what to do."

We did not know each other very well, so I was uncertain, and a little uneasy, about what might happen.

The next morning, he handed me a copy of his memo to the president and the treasurer of the company. Although he had played no part in my blunder, he aligned himself squarely alongside me. He explained fully what I had done and why I had done it, and he proposed some steps he and I might take to rectify the situation. (They were things I did not want to do, but I was willing to do them if top management required appeasement.) He closed the memo by expressing confidence in me. It was a trust I had not yet earned.

To my surprise, neither the president nor the treasurer needed to be mollified. In fact, they joined in supporting me.

It was an unforgettable demonstration of how people are expected to treat each other at Bill Communications.

Take a look at the magazines. I think the results speak for themselves.

Charles L. Wrye
Editor
Successful Meetings

With Bill: 2 Years

Freedom of operation won't guarantee success to those of us who publish business magazines—but lack of operational elbowroom is often a direct ticket to failure. Fortunately, we at Bill don't find "Big Daddy" looking over our shoulders each day.

Bill's corporate management realizes it is impossible to be expert in each of the varied and rapidly changing fields in which the company publishes. Thus each magazine is permitted to chart its individual course and speed. Perhaps this is why many hardworking and creative people find the climate at Bill to their liking. They grow in it, and their magazines flourish along with them.

This is hardly a foolproof formula, of course. Like any company, we are occasionally disappointed by an employee who does not grow despite the climate. However, success has proved that it works. Some of us, in fact, can't imagine publishing any other way!

Bernie Kovach
President
Hartman Communications
(A BillCom Subsidiary)

With Bill: 25 Years

Shortly after joining Bill Communications, I met with our president, Morgan Browne, and I asked him, "What is our corporate philosophy?" I was told, "We have none." It wasn't until several years later that I realized the wisdom of that response and how successful a philosophy it really is. The willingness to accept diversity, and a high tolerance for ambiguity, have produced a working environment at Bill that fosters innovation and creates a great deal of enthusiasm.

Probably the most difficult type of job for the average person is a job with a great deal of freedom. At the same time, it can be the most rewarding. All of us at Bill can use our unique talents to the best of our ability for a common cause. The relative lack of company policy seems to produce a high degree of personal responsibility. An example of this is our budgeting process, which is participative, not top/down. There is accountability, to be sure, but no second-guessing, and it's no secret that we work a lot harder for goals that we've helped to develop.

In the 23 years I've been involved with direct mail, I've never had the creative freedom that I have at Bill, and the results prove it—3 Folio awards for circulation excellence in the past 2 years. Bill Communications, an outstanding place to work.

Gerry Burdick
Circulation Director
Restaurant Business Div.

With Bill: 3½ Years

***BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* INCENTIVE MARKETING ☐ INDUSTRIAL CHEMICAL NEWS ☐ INSTITUTIONAL DISTRIBUTION ☐ JOBBER RETAILER ☐ MODERN TIRE DEALER ☐ PLASTICS TECHNOLOGY ☐ RESTAURANT BUSINESS ☐ RESTAURANT AND HOTEL DESIGN ☐ SALES & MARKETING MANAGEMENT ☐ SUCCESSFUL MEETINGS ☐ *INFORMATION DIVISION:* BILLCOM LIST RENTAL ☐ FOODSERVICE RESEARCH CENTER ☐ MARKET STATISTICS ☐ SALES BUILDERS ☐ SM DATA BANK**

CORPORATE HEADQUARTERS: 633 THIRD AVENUE, NEW YORK, NY 10017 [212-986-4800].

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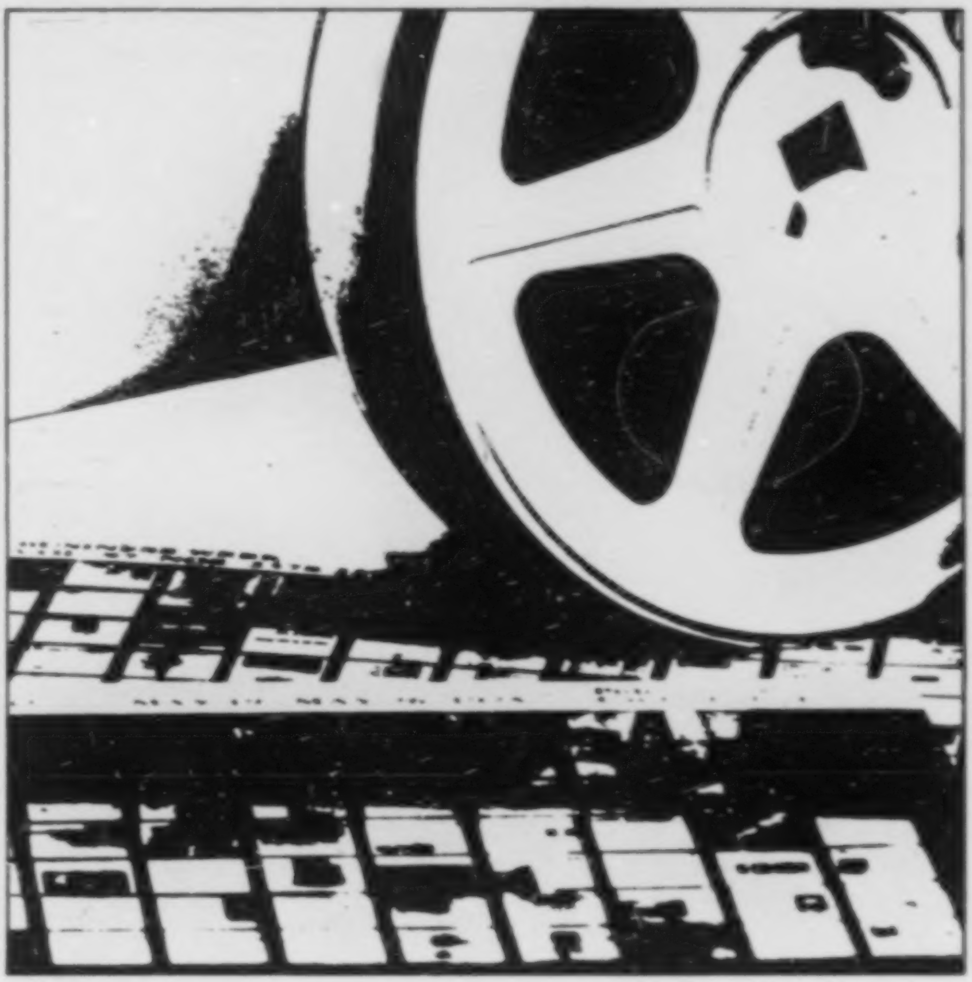
is available in Microform.



Please send additional information for________________
(name of publication)
Name________________
Institution________________
Street________________
City________________
State________ Zip________

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

University
Microfilms
International

VITAL INFORMATION
Zip Code: 33144
Name: Tamiami
State: Florida
Metro: Miami-Hialeah
County: Dade

DEMOGRAPHIC CHARACTERISTICS
Population: 22,028
Total households: 7,631
Sex: **Male** - 10,082 (45.8%)
Female - 11,946 (54.2%)

Population by age group:
0-5 901 (4.1%)
6-13 - 1,905 (8.6%)
14-17 - 1,550 (7.0%)
18-24 - 2,430 (11.0%)
25-34 - 1,986 (9.0%)
35-44 - 2,617 (11.9%)
45-54 - 3,388 (15.3%)
55-64 - 3,210 (14.6%)
65 & over - 4,061 (18.4%)

Race: **White** - 21,237 (96.4%)
Black - 237 (1.1%)
Amer. Indian, Eskimo - 20 (0.1%)
Asian, Pacific Islander - 84 (0.4%)
Other - 450 (2.0%)

Spanish origin: Mexican - 55 (0.2%)
Puerto Rican - 388 (1.8%)
Cuban - 13,747 (62.4%)
Other Spanish origin - 1,427 (6.5%)

Number of households with:
1 person -1,529 (20.0%)
2 persons - 2,248 (29.5%)
3 persons - 1,482 (19.4%)
4 persons - 1,242 (16.3%)
5 persons - 591 (7.7%)
6 or more -540 (7.7%)

SOCIOECONOMIC CHARACTERISTICS
Household income: (No. of hshlds.)
Less than $5,000 - 1,012 (13.3%)
$5,000-$9,999 - 1,057 (13.9%)
$10,000-$14,999 - 1,297 (17.0%)
$15,000-$19,999 - 1,305 (17.1%)
$20,000-$24,999 - 790 (10.4%)
$25,000-$29,999 - 880 (11.5%)
$30,000-$34,999 - 497 (6.5%)
$35,000-$39,999 - 205 (2.7%)
$40,000-$49,999 - 289 (3.8%)
$50,000-$74,999 - 229 (3.0%)
$75,000 or more - 70 (0.9%)
Median household income: $16,638
Average household income: $19,337

Educational attainment (age 25 and over):
Did not finish high school - 6,577 (43.2%)
Finished high school only - 4,339 (28.5%)
Completed 1-3 years of college - 2,347 (15.4%)
Completed 4 or more years of college - 1,979 (13.0%)

HOUSING CHARACTERISTICS
Number of housing units: 8,128
Owner-occupied units: 5,202 (64.0%)
Renter-occupied units: 2,470 (30.4%)

Number of bedrooms:
0 or 1 - 2,330 (30.4%)
2 - 2,854 (37.2%)
3 or more - 2,488 (32.4%)

Number of bathrooms:
1 only - 4,927 (64.2%)
1½ or more - 2,653 (34.6%)

Motor vehicles available to household:
None - 955 (12.4%)
1 - 3,003 (39.1%)
2 - 2,499 (32.6%)
3 or more - 1,215 (15.8%)

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East: 633 Third Ave., New York, NY 10164-0563. Phone 212-986-4800; **Don Mates,** National Advertising Manager; **Bob Benson, Scott Parmelee, Linda Niepokoj.**
Midwest: 307 N. Michigan Ave., Chicago, IL 60601. Phone 312-782-1266. **Tom Galligan, Blayne Long.**
West: (Includes Hawaii & Mexico) 2081 Business Center Dr., Suite 180, Irvine, CA 92715. Phone 714-752-1456. **Hugh Kice, Terry Miles.**
South: 18 Perimeter Park, Suite 100, Atlanta, GA 30341. Phone 404-451-0770. **Patrick Toal.**
Canada: American Publishers Representatives Ltd., 41 Britain St., Suite 303, Toronto, Ontario, M5A 1R7. Phone 416-363-1388. **Alan Gosbee, Alex Kinninmont, Bill Williams.**
Great Britain: Greg Davis Associates, DSB House, 30 High St., Beckenham, Kent, BR3 1AY England. Phone 0-1-658-5723. **Greg Davis.**

William J. Carmichael, Market Manager—Newspapers, P.O. Drawer 668, Goldenrod, FL 32733. Phone 305-671-6662.

SURVEY OF BUYING POWER
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STATEMENT OF PURPOSE
Sales & Marketing Management is published for all executives responsible for the profitable sale and marketing of their companies' products and services.
Executive, editorial, and circulation offices: 633 Third Ave., New York, NY 10164-0563.

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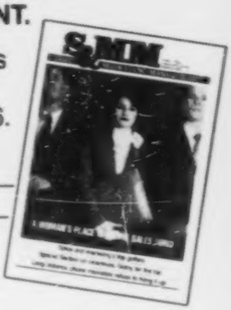
SUBSCRIPTION PROBLEMS?

Many subscription problems are not really problems—just a need for information. Perhaps, by reading the following information, any questions you may have regarding your subscription will be answered.

1. When sending an inquiry about your magazine subscription, please attach a current mailing label. The information provided on this label is very important and will allow us to provide faster personal service. (If you do not have a label, send us your name and address as they appear on the mailing label.)
2. **Change of address:**
   Please allow us six weeks notice to make any adjustment to your mailing address. Be sure to include both your current address label and your new address. If possible, attach a label in place of your current address.
3. **Missing or late issue:**
   The first issue of your subscription should be sent to you within six (6) weeks of order receipt. If your magazines stop coming, or there is an interruption in your service, please write Mary Ann Jurkovic at 633 Third Avenue, New York, NY 10017, or call (212) 986-4800, and let us know so we can extend your subscription. Or, if you prefer, we will replace the missing issue or issues if our supplies permit.
4. **Duplicate copies:**
   If you receive two copies of each issue, compare the mailing labels. Any difference, however slight, may be the cause of receiving duplicate copies of the magazine. Please send us both labels and tell us which one is correct, and we will correct the problem.
5. **Expiration date:**
   By looking at the mailing label on your magazine, you can determine when your subscription expires: The month and year of the last issue in your current subscription appears in the upper-right-hand corner.
6. **Duplicate bills or renewals:**
   It is possible that we may receive your payment or renewal instructions after we have sent a second notice. Just disregard the second notice if you have already responded.

Our objective is to provide the best possible service, but every now and then unforseen circumstances do not allow us to give you the service you deserve. Your assistance and understanding will be appreciated.

Is this a pass-along copy? If so, why not join the mainstream and receive **your own** personal copy of **SALES & MARKETING MANAGEMENT.**



A one year subscription will bring you 12 monthly news and feature issues, plus 4 special Survey issues (including the Survey of Buying Power), all for only $36.

In Canada–$50(U.S.)

OVERSEAS ORDERS–$65 (Payment must accompany order)

Call **TOLL-FREE** (800)543-3000 (Ask for operator 202.)

☐ Check enclosed ☐ Bill me, I'll send payment later.

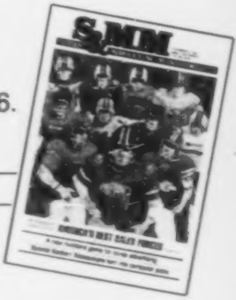
Name____________________
(please print)
Title____________________
(please print)
Company____________________
Street____________________
City__________ State________ Zip________
Signature____________ Telephone________

Please check the primary type of business your company or division is engaged in:

☐ Manufacturing ☐ Retailing
☐ Distribution, Wholesale
☐ Service (transportation, financial, etc.) ____________
(please describe)
☐ Other____________
(please describe) 4H2T

☐ I would prefer not to receive advertising or information by mail from companies not affiliated with Bill Communications.

Know someone who'd enjoy a year of **S&MM**?
Pass this card along to that colleague or friend!



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Title____________________
(please print)
Company____________________
Street____________________
City__________ State________ Zip________
Signature____________ Telephone________

Please check the primary type of business your company or division is engaged in:

☐ Manufacturing ☐ Retailing
☐ Distribution, Wholesale
☐ Service (transportation, financial, etc.) ____________
(please describe)
☐ Other____________
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UNITED STATES

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SALES & MARKETING MANAGEMENT

Subscription Service Department
P.O. BOX 1024
SOUTH EASTERN, PA 19398-9990

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IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 179 NEW YORK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

S&MM A BILL PUBLICATION
SALES & MARKETING MANAGEMENT

Subscription Service Department
P.O. BOX 1024
SOUTH EASTERN, PA 19398-9990

WORTH WRITING S&MM FOR

To receive materials listed below, circle the appropriate numbers on the postcard and drop it in the mail. The Advertisers' Index, page 182, shows where to find advertisements of many of the companies mentioned.

Market Information

1. ***The St. Louis Post-Dispatch*** provides a market kit showing basic readership demographics to prime audiences in the St. Louis market.

2. *The Springfield Market*, a comprehensive survey of newspaper readers in western Massachusetts, is available from the **Springfield Newspapers**.

3. ***The Plain Dealer***, Cleveland, OH, outlines its Total Coverage Program, which gives you total market saturation through advertisements and direct mailing of *The Shopping News* to non-subscribers.

4. Complete information on buying the Dallas market is available from ***The Dallas Times Herald***.

5. To help marketers pinpoint their advertising, ***Pittsburgh Press/Post Gazette*** offers written material on ZIP/ZAP, a program for preprints that uses a combination of home delivery by zones along with delivery to selected Zip Codes.

6. *Reader Action Report* is available from ***New Equipment Digest***, summarizing the results of inquiry follow-up to NED over a 15-year period. Information includes percentages on actual purchases and those considering buying.

7. The Eastern New York State food market is presented in a booklet from ***The Times Union & Knickerbocker News***, Albany. Overview includes market analysis, advertisers' objectives and suggestions on how to reach that market.

8. A market study from ***The Syracuse Newspaper*** shows the spending power and media income of its audience as well as the coverage of its newspapers.

9. ***The Chicago Sun Times*** co-op action plan can help manufacturers and distributors make better use of co-op funds.

10. ***Advertising Checking Bureau***'s *Co-op Booklet 500A* shows you how to end co-op frustration by getting maximum sales effectiveness from your co-op program.

11. ***The Providence Journal Bulletin*** details how its research department provides help before, during, and after testing and tells how you can target your advertising preprint to special demographic groups.

12. Marketing information from ***The New Haven Register & Journal-Courier*** (CT) supplies a geographic and demographic profile using research from a variety of public, private, and government agencies.

13. ***The Columbus Dispatch/Columbus Citizen-Journal*** research department offers two informative books on the growing Columbus market: *Columbus, The Uncommon Market* and *Columbus, Ohio, A Choice Test Market*.

(continued on next page)

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(continued)

14. ***The Tampa Tribune*** offers its *1985 Tampa Bay Market & Media* booklet which contains the unprecedented growth occurring in this market, along with demographics on population, retail sales, and newspaper coverage.

15. *The 1985–86 Indianapolis Marketing Area Data & Map*, from ***The Indianapolis Star & News*** includes detailed data for all counties within the coverage area plus circulation and readership demographics.

Sales Fleets

16. A product information booklet from **Toyota Motor Sales** offers application, model, and specification summaries for its 1985 fleet line.

17. To assist you with all of your fleet needs, **U.S. Fleet Leasing** offers a brochure detailing their unique services.

18. Information from **American Motors** Fleet Operations explains why the 1986 AMC/Jeep/Renault lines should be part of your fleet operations. Specifications, applications, and services are detailed.

Meeting Information

19. Hershey Hotel & Resorts offers a group meeting guide illustrating the accommodations, facilities, and recreational availabilities at its five properties.

20. The Columbia Inn, Columbia, MD, offers a brochure describing its meeting facilities, guest accommodations, and easy access to both Baltimore and Washington, DC.

Computer/Software Information

21. Cos II, a training program from **McGraw-Hill Training Systems**, teaches sales executives how to analyze the sales environment and sell in a professional and precise manner.

22. Specifications are available on SalesBASE/pc, a comprehensive sales/contact management system from **Business Systems Int'l.** For use with the IBM PC, XT, and compatibles, this system eliminates many frustrations associated with managing sales.

Miscellaneous

23. Protect and organize sales materials and files carried in your trunk. **Trav-L-File** includes 12 hanging files and two partitions for dividing file into easy-to-find sections. Spec sheet gives details and prices.

24. A 16-page brochure from **Bell & Howell** will show you how to create professional quality slides and other visuals for your business presentations at an affordable price, with their Business Graphics System.

25. A catalogue from **Gerald Fried Display** shows the different types of sales presentation cases and packaging available.

Use numbers **101-128** to request additional information from advertisers in this issue.

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115	116	117	118	119	120	121	122	123	124	125	126	127	128

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Company ____________________

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A.

Downing Displays work as hard as you do

At Downing, we make displays that work as hard as you do. Displays that are easy to transport and assemble. Quality and workmanship that make every Downing Display, from our smallest table-top to the limits of your imagination, the most versatile, durable, effective displays found anywhere.

A. 10' Unlimited Exhibit with Transparency Panel and Lighted Header (Shipping container converts to a table)

B. The Downing 10' UPS Exhibit (Meets UPS shipping requirements)

C. 10' Unlimited Exhibit with Photo Mural and Transparency Panel

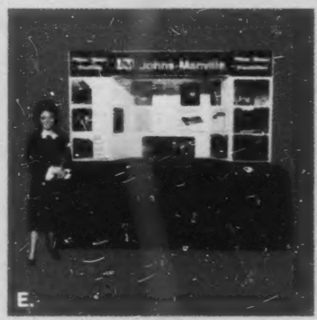
D. An 8' Illuminated Transparency Tower

E. 4' x 7' 360° Table-Top Display (Reversible)

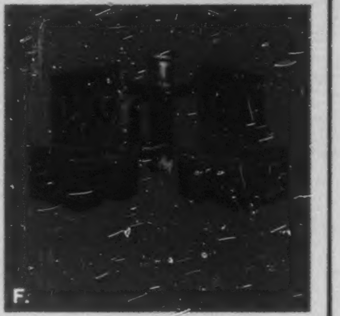
downing displays inc.
this 10' exhibit ships UPS
B.

America's ag lender.
C.

D.



E.

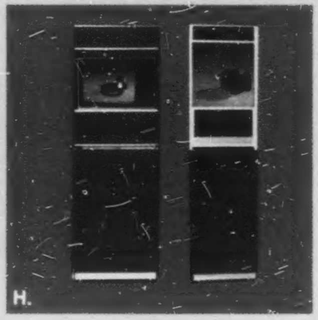

F.

F. 20' x 20' Island Display with Illuminated Transparency Tower

G. The Downing Hinged Panel Exhibit (Shipping case converts to table)

H. Lightweight Rear-Screen Projection Unit and Video Monitor Enclosure

TEXAS INSTRUMENTS
G.


H.

downing

Downing Displays, Inc., 115 West McMicken Avenue, Cincinnati, Ohio 45210/(513) 621-7888

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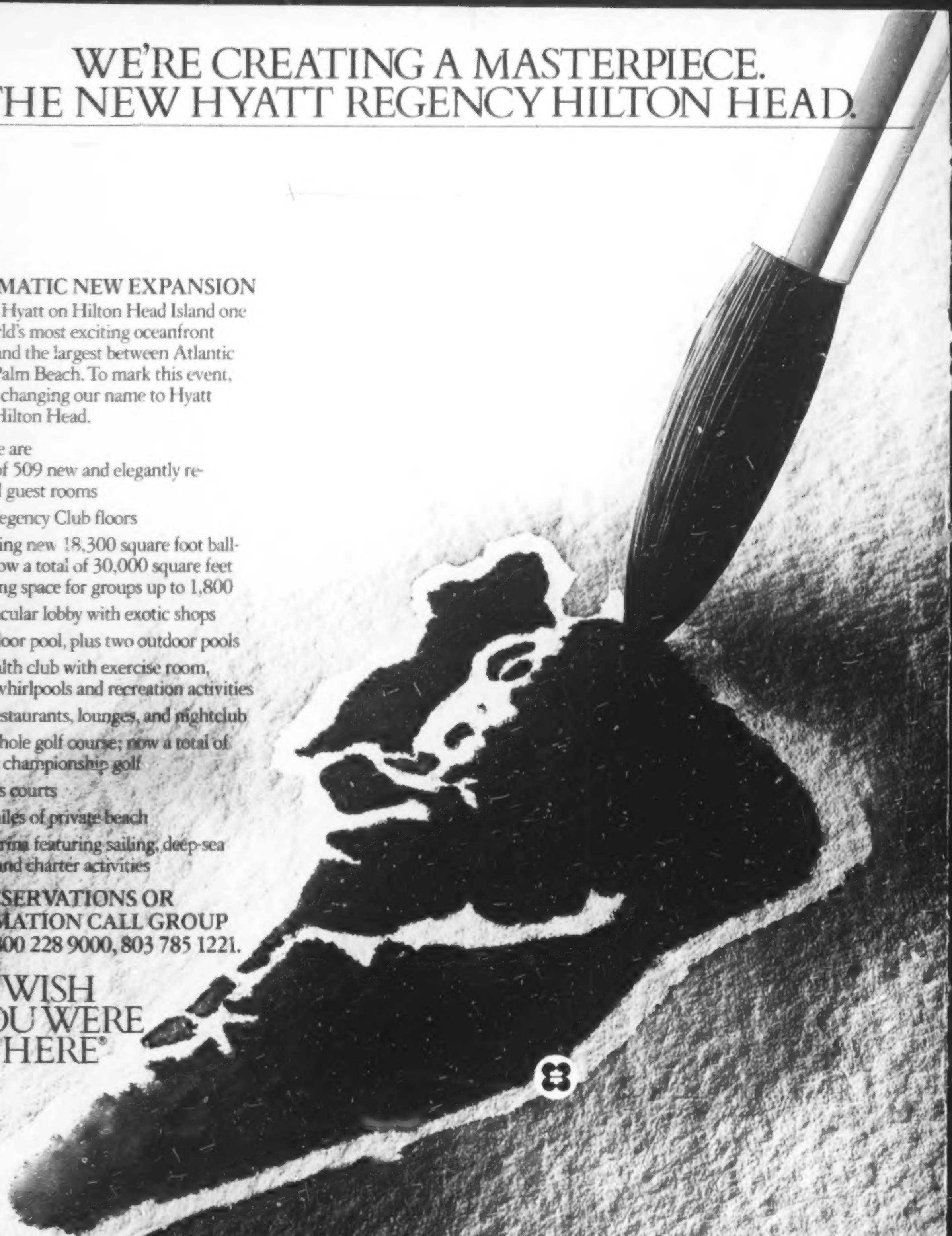
WE'RE CREATING A MASTERPIECE.
THE NEW HYATT REGENCY HILTON HEAD.



A DRAMATIC NEW EXPANSION is making Hyatt on Hilton Head Island one of the world's most exciting oceanfront resorts—and the largest between Atlantic City and Palm Beach. To mark this event, we're also changing our name to Hyatt Regency Hilton Head.

Now there are
- A total of 509 new and elegantly redesigned guest rooms
- 2 new Regency Club floors
- A stunning new 18,300 square foot ballroom; now a total of 30,000 square feet of meeting space for groups up to 1,800
- A spectacular lobby with exotic shops
- New indoor pool, plus two outdoor pools
- New health club with exercise room, saunas, whirlpools and recreation activities
- Three restaurants, lounges, and nightclub
- New 18 hole golf course; now a total of 54 holes championship golf
- 25 tennis courts
- Three miles of private beach
- New marina featuring sailing, deep-sea fishing, and charter activities

FOR RESERVATIONS OR INFORMATION CALL GROUP SALES 800 228 9000, 803 785 1221.

Don't you WISH
YOU WERE
HERE®

HYATT REGENCY HILTON HEAD

AT PALMETTO DUNES, SOUTH CAROLINA

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